

Cherwell Street, Banbury: Bus service improvement scheme

Report of March 2024 consultation

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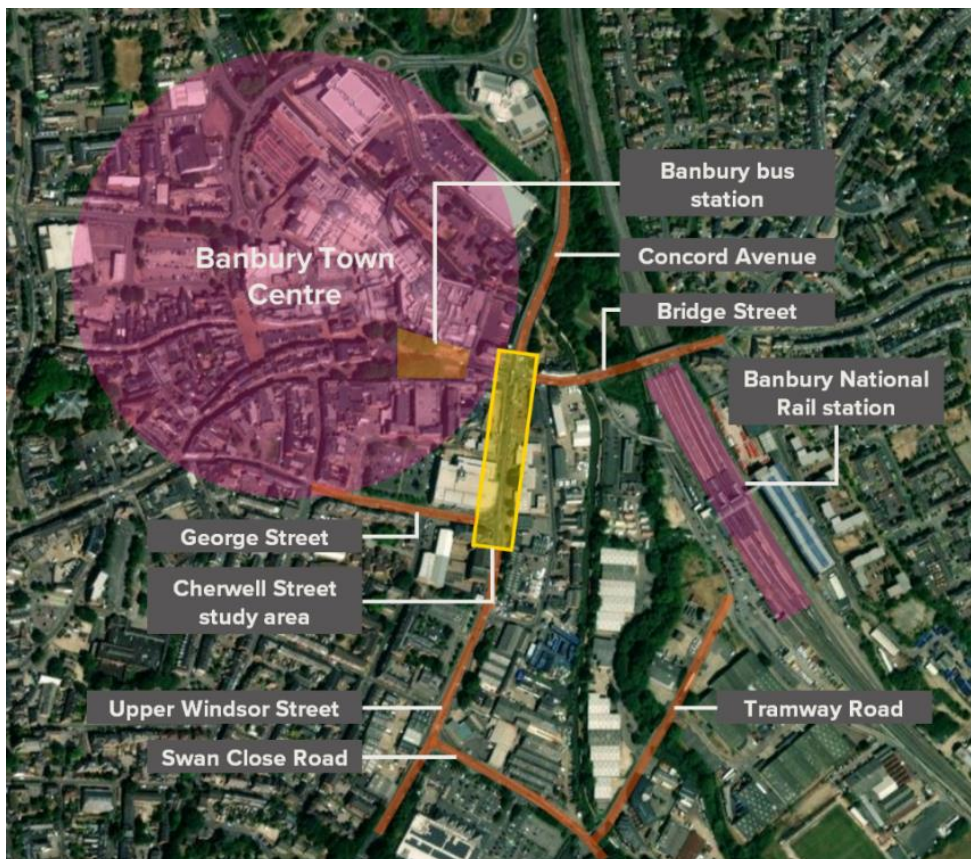
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1. Introduction

As part of the Oxfordshire Bus Service Improvement Plan (BSIP), £2.3 million of funding was awarded by the Department for Transport (DfT) to deliver a bus priority scheme along Cherwell Street in Banbury, with an additional £0.5m of developer contributions secured towards the improvements.

The proposed scheme aims to reduce bus journey times and deliver more reliable and consistent journeys for buses accessing Banbury town centre from Cherwell Street whilst also bringing improvements for pedestrians and other corridor users. Figure 1.1 shows the location of the Cherwell Street scheme study area in the context of Banbury town centre.

Figure 1.1: Study area



1.1 Scheme development

An initial stage of the project involved the identification and assessment of a long list of potential scheme options using evaluation criteria aligned to relevant transport plans, policies and strategies. From this, a short list of options was identified and this was used to create five potential packages of interventions that were developed into scheme design concepts including provision of a northbound bus lane between George Street and Bridge Street.

The intervention packages were then assessed against their cost, feasibility for delivery, impact on journey times (for buses and general traffic), and ability to meet the scheme objectives. Transport modelling also supported this stage of the work.

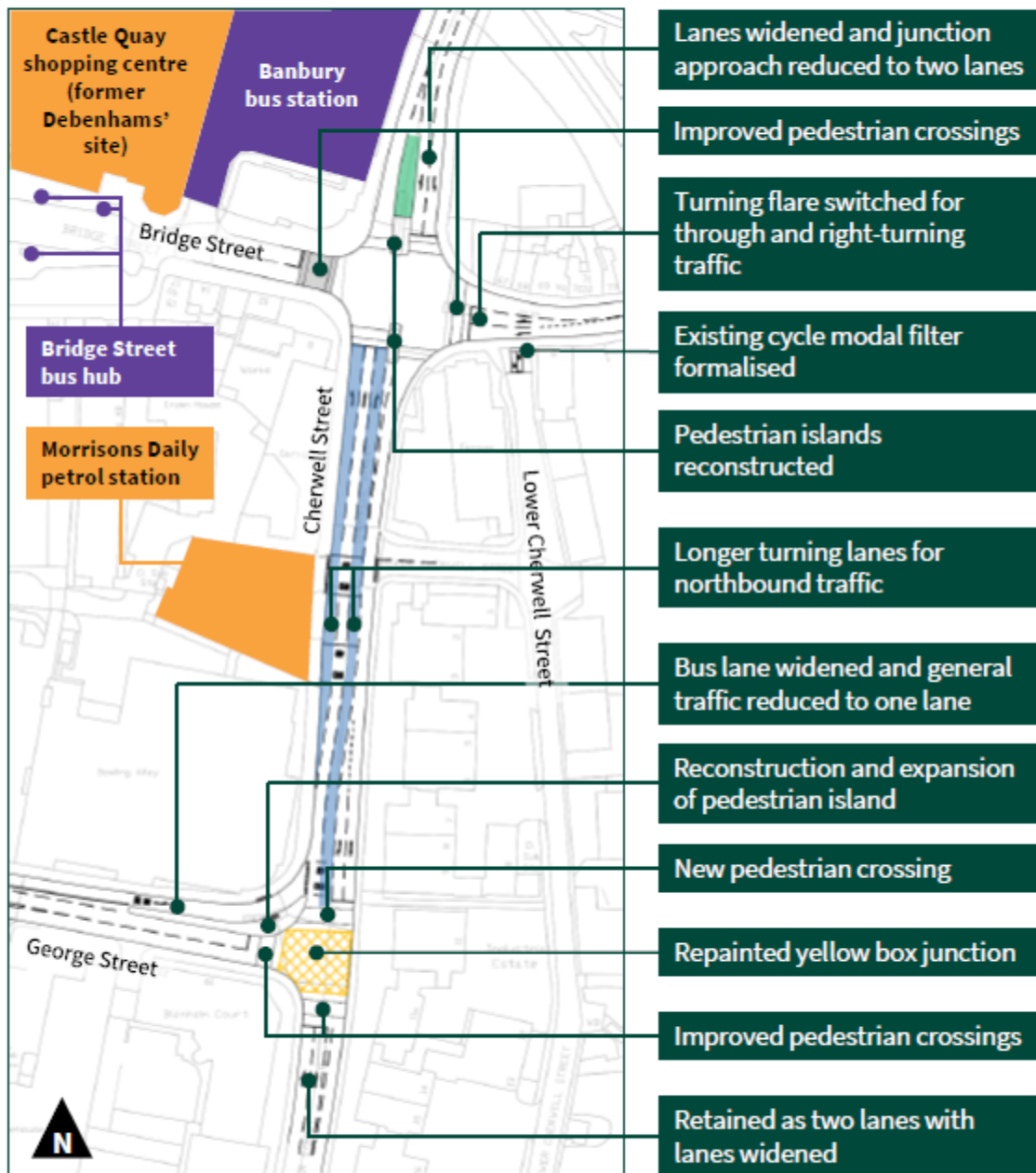
Transport modelling indicated that the options that included a dedicated bus lane on Cherwell Street, banning certain turning movements at junctions, and providing substantially more space for pedestrians at junctions had an unacceptable negative impact on general traffic or did not provide enough benefit given their cost to implement.

A single preferred option therefore emerged which achieved the best balance of improving journey times for buses, other road user benefits and minimising cost. This option included provision of a combine bus/left turn lane on Cherwell Street (northbound).

A plan showing the proposed scheme is provided below. The full consultation document is provided in Appendix A.

Figure 1.2: Features of the proposed scheme

The proposed scheme falls entirely within the highway boundary.



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2. Consultation overview

A non-statutory public consultation was undertaken using Oxfordshire County Council's Let's Talk Oxfordshire¹ platform which enabled respondents to complete an online survey. The survey ran from Monday 4 March 2024 until Monday 1 April 2024.

Hard copies of the questionnaire were also available upon request from Banbury Town Hall and these could be returned via Freepost to the county council. A copy of the survey is provided in Appendix B.

The survey was promoted in a variety of ways, as detailed below.

2.1 Publicity at key locations in Banbury

Posters were produced (Appendix C) which included a QR code link to the scheme's Let's Talk Oxfordshire consultation page. Posters were displayed:

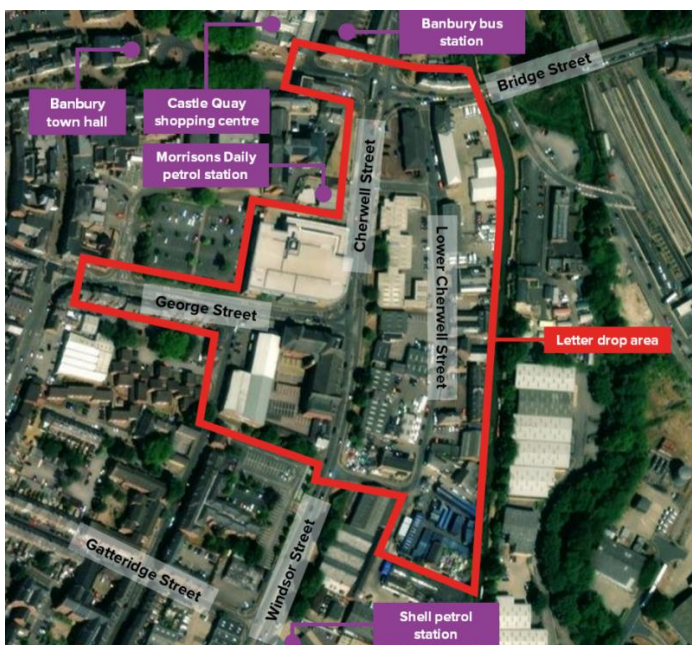
- outside Banbury Town Hall
- on buses operating in the Banbury area
- at Banbury Library (questionnaires were also available)
- and in Castle Quay Shopping Centre (questionnaires were also available).

Posters were also dropped off by hand at the two petrol stations on Cherwell Street.

2.2 Letter drop

Local businesses and residents in the immediate vicinity of the scheme were notified of the consultation via a letter drop carried out by county council officers on Thursday 7 March 2024. A copy of the letter is provided in Appendix D whilst the letter drop area is shown in Figure 2.1.

Figure 2.1: Letter drop area.



¹ [Cherwell Street, Banbury - Bus Service Improvement Scheme \(including Bridge Street & George Street Junctions\) | Let's Talk Oxfordshire](#)

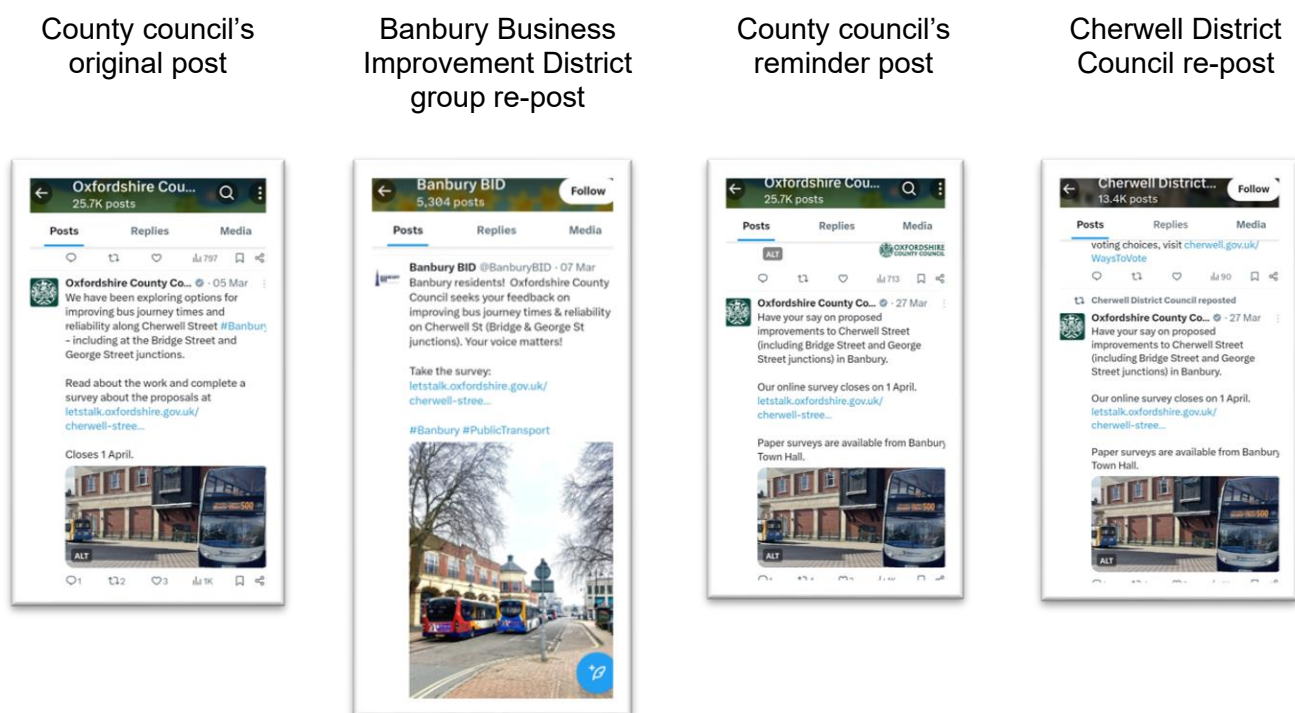
2.3 Councillor briefing

A briefing for councillors was held on Thursday 29 February 2024 in Banbury Town Hall, in advance of the public consultation. Thirty six local councillors from all three tiers of government (town, district and county) were invited to attend the briefing.

2.4 Online publicity

Online communications were used to inform the public of the consultation and to signpost them towards the consultation materials. This information was posted by the county council through social media networks on X and on NextDoor. Banbury Town Council and Cherwell District Council were also invited to share these social media posts on their own platforms.

Figure 2.2: Online publicity – examples on ‘X’



2.5 Survey responses and respondent profile

One hundred and twenty completed surveys were received (115 online responses and five hard copies). Of these:

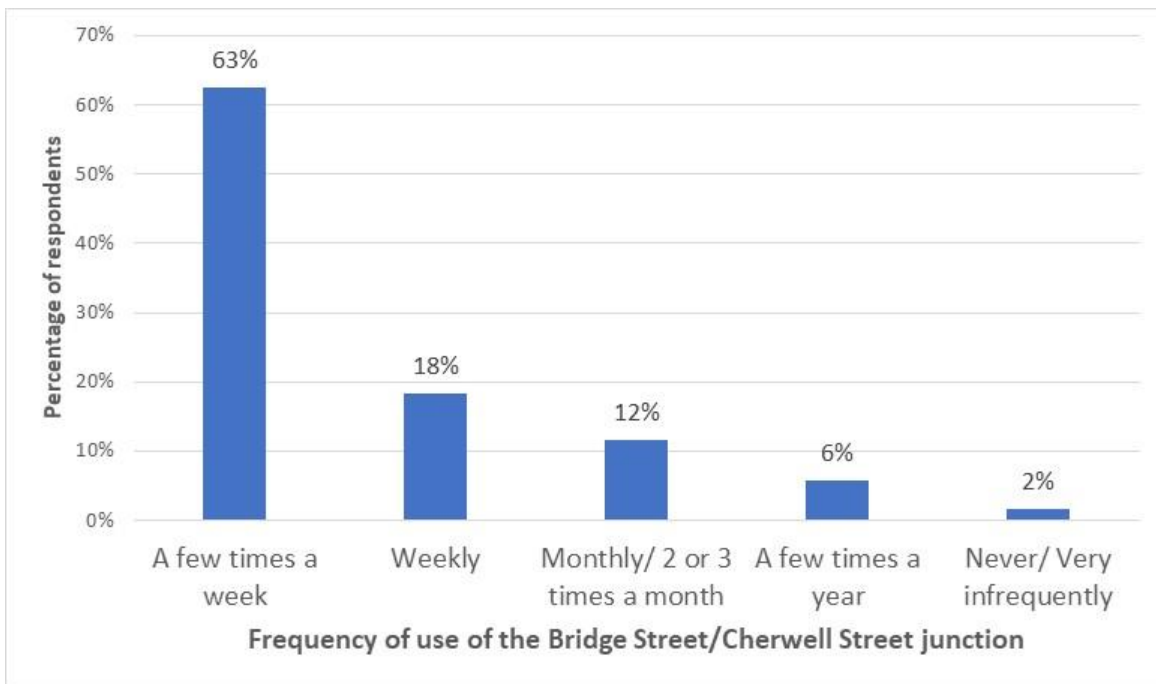
- 77 per cent were members of the public living in Banbury.
- 22 per cent were members of the public living outside Banbury.
- One respondent cited that they were completing the survey in their capacity as a councillor.

There were 1,183 visits to at least one page of the scheme's Let's Talk Oxfordshire online portal.

2.5.1 Travel in the study area

Respondents were asked how often they access Banbury town centre via the Bridge Street/Cherwell Street junction. The majority of respondents were frequent users of the junction, with 63 per cent (75 respondents) stating that they travel through the junction a few times a week (see Figure 2.3).

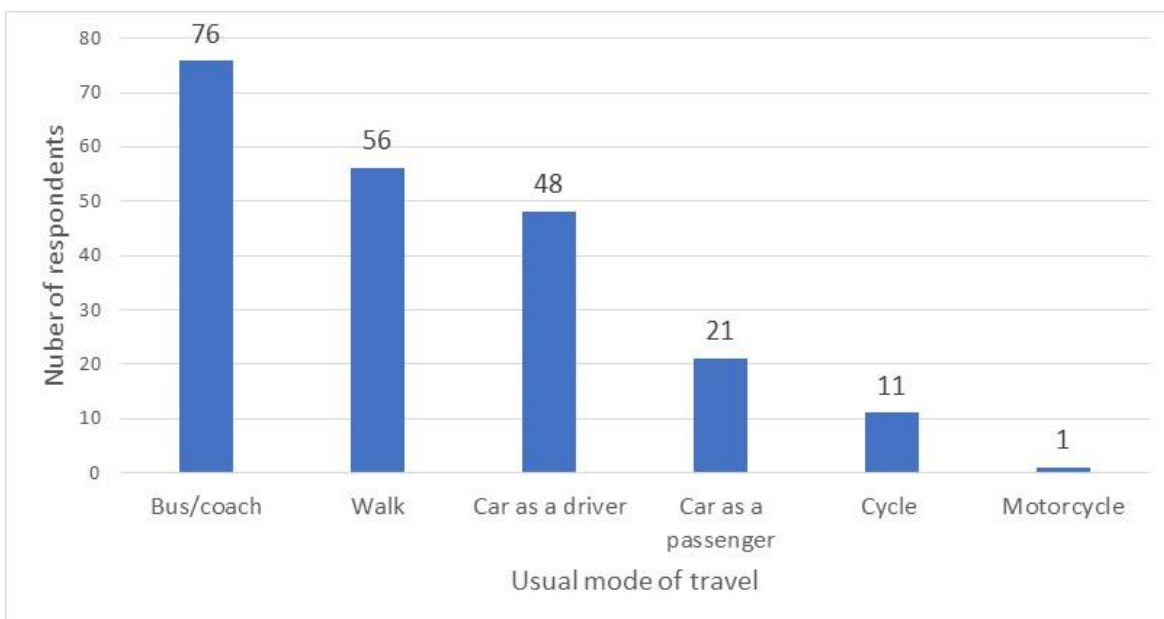
Figure 2.3: Frequency of use of Bridge Street/ Cherwell Street junction to access Banbury town centre



Respondents were also asked how they usually travel around/ through the Bridge Street/ Cherwell Street area, with multiple responses possible. Figure 2.4 shows that:

- Bus was the most frequently mentioned mode (76 respondents).
- Fifty six respondents walked in the study area.
- Forty eight respondents travelled as a car driver whilst 21 respondents travelled as a car passenger.

Figure 2.4: Usual mode of travel around/ through the Bridge Street/ Cherwell Street junction



Respondents who travelled by bus were asked which bus services they used. Of the 71 respondents who answered this question, the most commonly used services were the B9 and B5 (see Table 2.1)

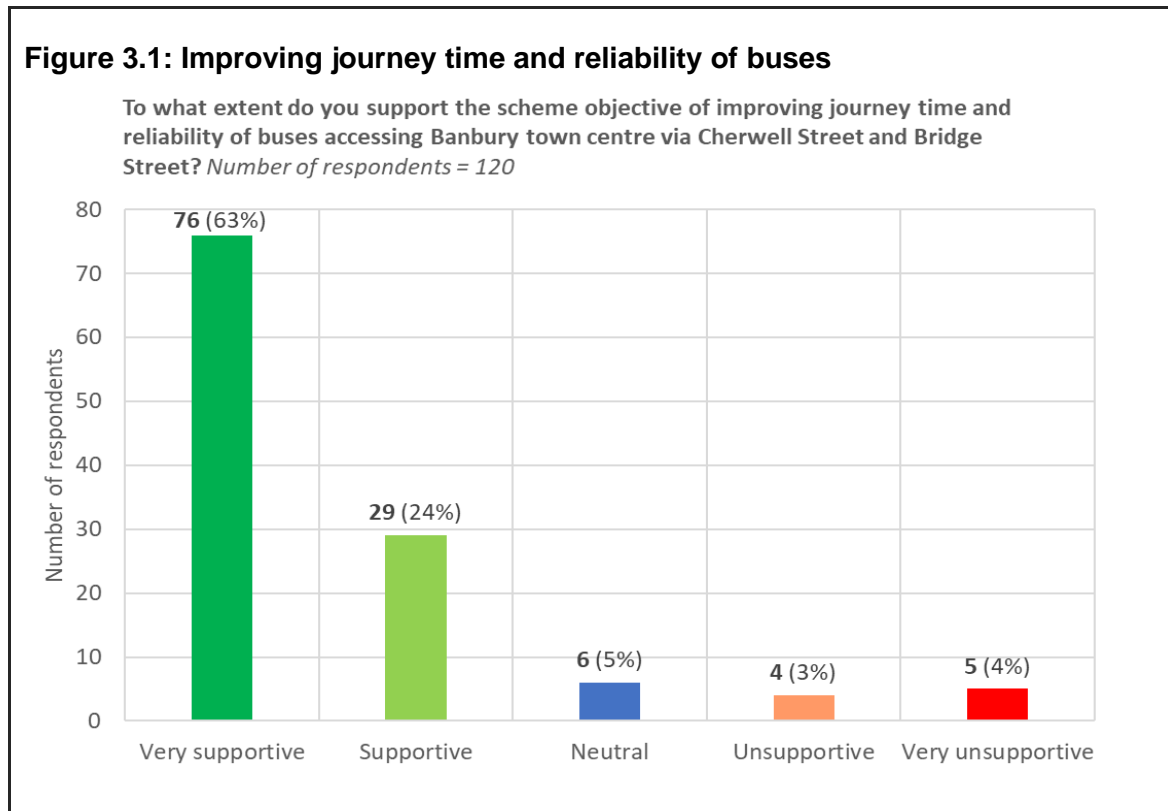
Table 2.1: Bus services used when accessing Banbury town centre

Bus service	Number of respondents
B9 – Banbury Gateway – Ruscote – Hanwell Chase - Hardwick	28
B5 – Banbury Bridge Street – Neithrop – Bretch Hill loop	21
B3 – Banbury Bridge Street – Cherwell Heights – Bodicote loop	13
500 – Banbury – Brackley – Bicester	13
S4 – Banbury – Deddington – Kidlington - Oxford	12
488 – Banbury to Chipping Norton	12
B4 – Banbury – Banbury Cross – Hanwell View loop	8
200 – Banbury to Daventry	7
B1 – Banbury – Easington loop	5
497 – Banbury – Radford	3
B7b – Banbury – Poets Corner loop	3
75 – Banbury – Stratford upon Avon	2
77a – Banbury – Leamington Spa – Milverton Bishop	2
76 – Banbury – Stratford upon Avon	1
77 – Leamington – Kineton	1
75a – Banbury – Stratford upon Avon	1
Ability Community Transport	1
B8 – Banbury Bridge Street – Sinclair Avenue	1
X4 – Banbury Bus Station - Oxford Rail Station	1

3. Consultation results

3.1 Scheme objectives

Participants were asked to indicate their level of support for the overall objectives of the Cherwell Street bus improvement scheme to improve journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street. Figure 3.1 shows the level of support from respondents who answered this question. It can be seen that 87 per cent of respondents were very supportive or supportive of the objective.



Of those nine respondents who did not support the scheme, the reasons stated for this included:

- The scheme is poor value for money.
- The scheme would cause delay to motor vehicles.
- There would be increased congestion and pollution.
- The scheme is not necessary.

Views towards specific scheme elements

Views towards each element of the scheme proposals were also sought. A full list of comments raised and the county council's responses to those can be found in Appendix E, with an overview of survey findings provided below.

3.2 Bridge Street/ Cherwell Street junction design

3.2.1 Remove pedestrian safety issues/ formalise lane arrangements

Eighty six per cent of respondents stated that they were very supportive or supportive of the proposals to improve the design of the Bridge Street/ Cherwell Street junction to remove existing pedestrian safety issues and formalise lane arrangements (see Figure 3.2).

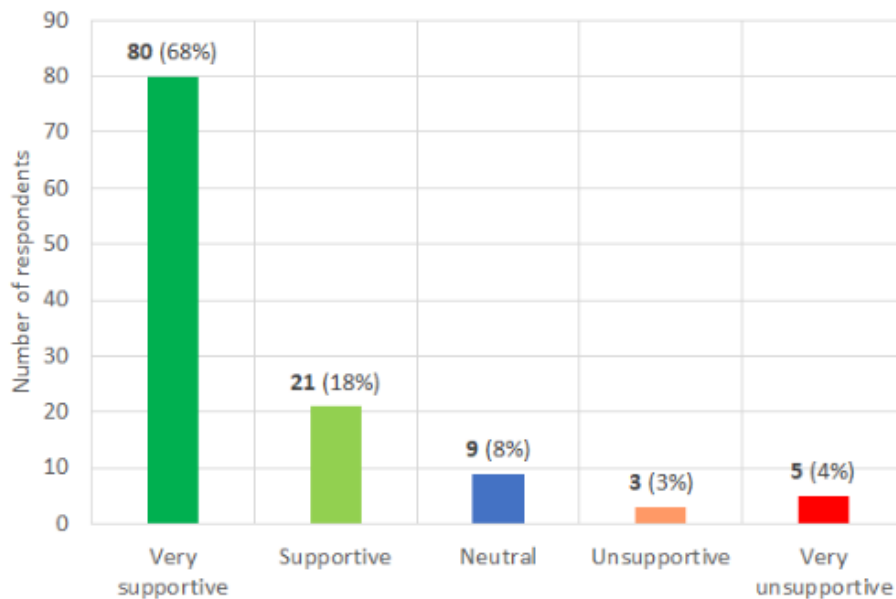
Eight respondents indicated that they were very unsupportive or supportive, with reasons for this including that:

- The proposals would lead to increased traffic and pollution.
- There would be further delay to bus services.
- It was poor value for money.
- There were concerns around a lack of pedestrian crossings/ refuges.
- The vehicle lanes would be narrower.
- The proposals would not lead to long term benefit.

Figure 3.2:

Proposal: Improve the design of the Bridge Street/ Cherwell Street junction to remove existing pedestrian safety issues and formalise lane arrangements

Number of respondents =118



3.2.2 Improve pedestrian crossing facilities

Eighty one per cent of respondents were very supportive or supportive of the proposals to improve pedestrian crossing facilities to support easier and safer access to bus stops, the rail station and the town centre (see Figure 3.3). The survey question included reference to the fact that delivery of these improvements for pedestrians would require loss of one short length of traffic lane on Concord Avenue (southbound).

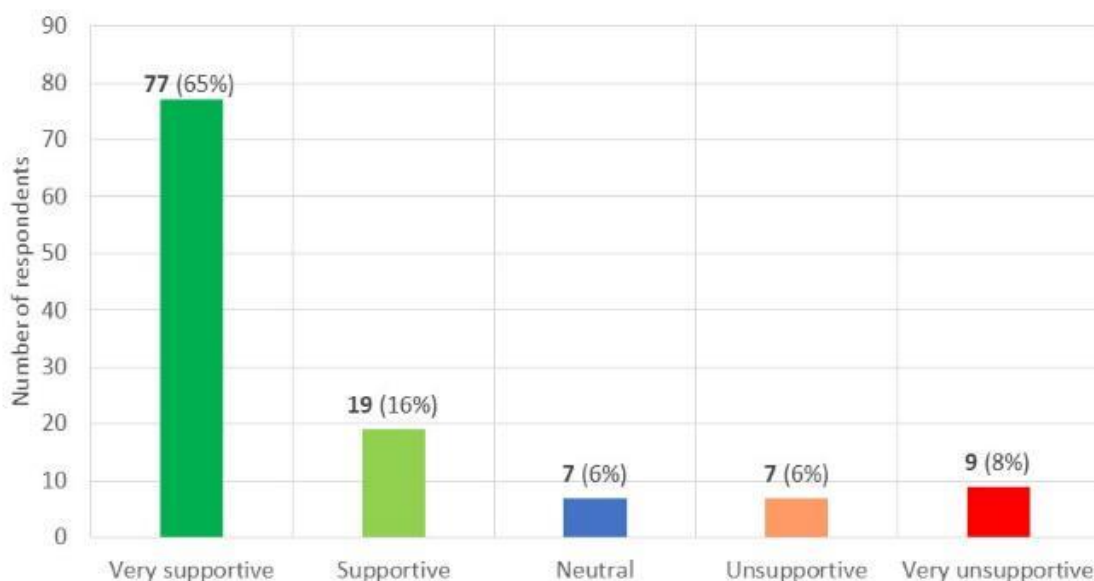
respondents indicated that they were very unsupportive or unsupportive of improving crossing facilities with reasons for this including concerns about:

- Increased congestion and pollution in the area.
- The layout of the junction and a preference for smaller-scale improvements.
- Delays to motor vehicles.
- The proposed changes to the junction not considered relevant to enabling or encouraging greater uptake of sustainable modes of transport.
- The need for the proposals.

Figure 3.3:

Proposal: Improve pedestrian crossing facilities at the Bridge Street/ Cherwell Street junction to support easier and safer access to bus stops, the rail station and the town centre

Number of respondents =119



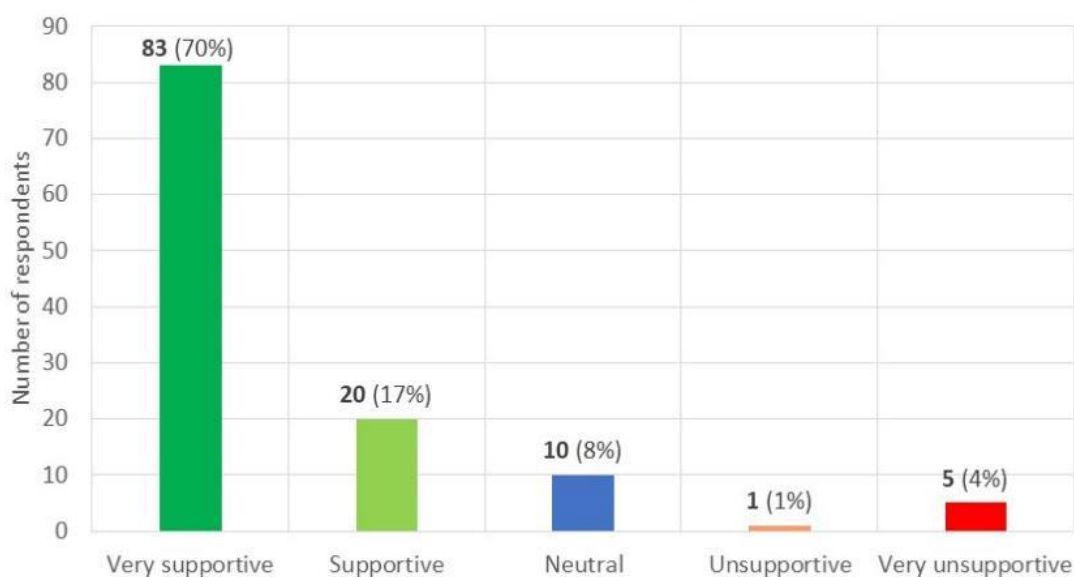
3.2.3 Improve signal timings

Eighty seven per cent of respondents indicated that they were very supportive or supportive of the proposals to improve the signal timings to manage congestion for all traffic and ensure buses pass through the Bridge Street/ Cherwell Street junction more efficiently (see Figure 3.4). Six respondents indicated that they were very unsupportive or supportive of improving crossing facilities with reasons including that they considered there would be increased congestion and pollution.

Figure 3.4:

Proposal: Improve signal timings to manage congestion for all traffic and ensure buses pass through the Bridge Street/ Cherwell Street junction more efficiently

Number of respondents =119



3.2.4 Extend left turn lane from Cherwell Street to Bridge Street (west)

Eighty five per cent of respondents indicated that they were very supportive or supportive of the proposals to extend the left turn lane from Cherwell Street to Bridge Street (west) to improve bus access to the town centre from the south (see Figure 3.5).

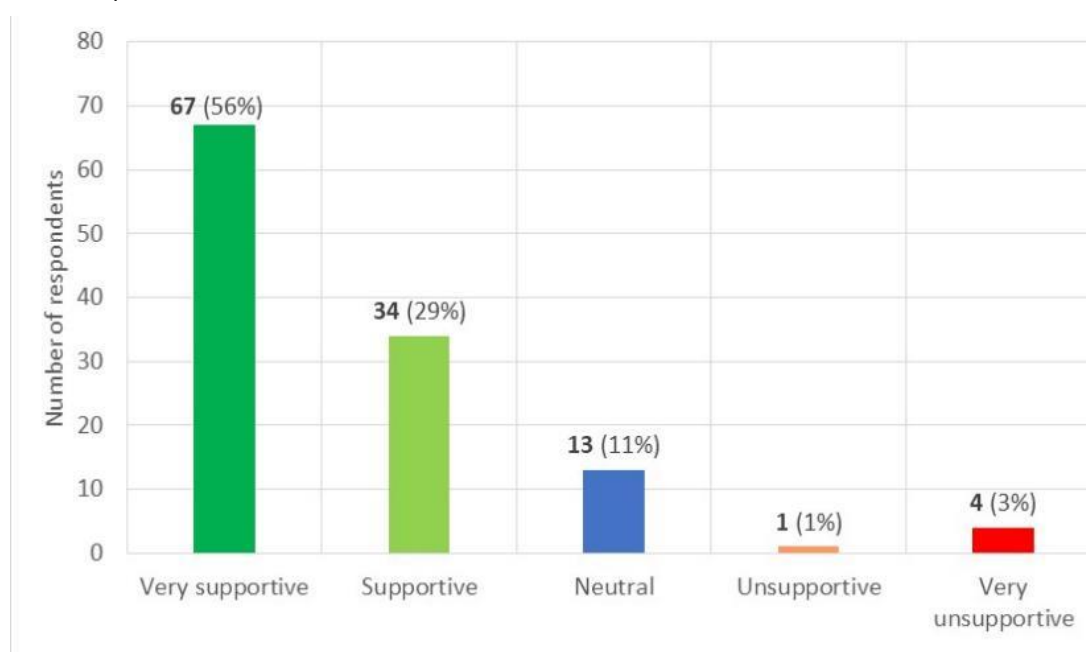
Five respondents indicated that they were very unsupportive or supportive of the left turn lane proposals with reasons for this including:

- The proposals were not needed.
- Widening the bus lane would lead to reduction in width elsewhere.
- The proposals would lead to increased congestion.

Figure 3.5:

Proposal: Extend the left turn lane from Cherwell Street (northbound) to Bridge Street (west)

Number of respondents = 119



3.3 George Street/ Cherwell Street junction design

3.3.1 Improve pedestrian crossing facilities

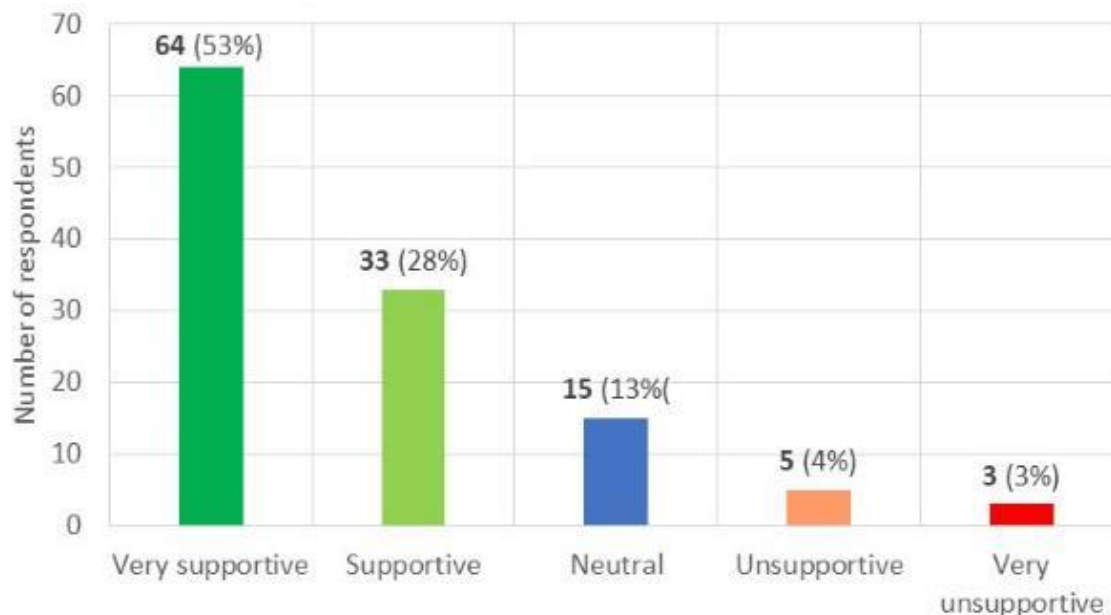
Respondents were asked about their views towards widening and providing improved markings to the eastbound bus lane on George Street as well as extending the existing traffic island to improve pedestrian crossing facilities at this junction (see Figure 3.6).

Eighty one per cent of respondents indicated that they were very supportive or supportive whilst five respondents indicated that they were very unsupportive or unsupportive. The survey question included reference to the fact that delivery of these improvements for pedestrians would require loss of a short stretch of eastbound traffic lane on George Street.

Figure 3.6:

Proposal: Widen and provide better marking of the eastbound bus lane on George Street, and extend the existing traffic island to improve pedestrian crossing facilities at the junction.

Number of respondents = 120



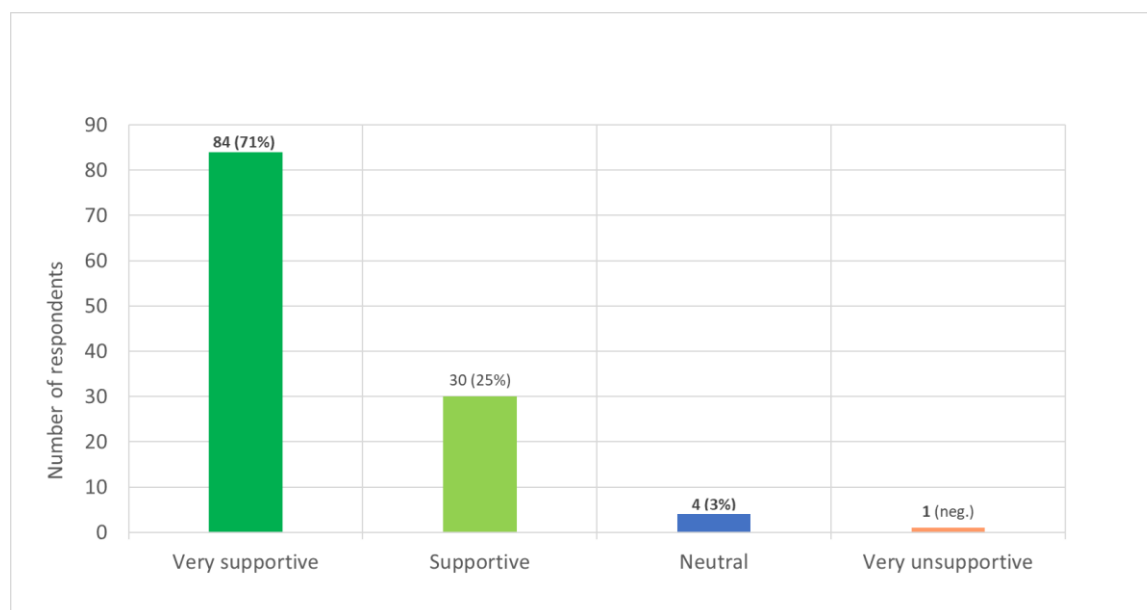
3.4 Refresh lane markings including 'keep clear' at junctions

Ninety six per cent of respondents were very supportive or supportive of the proposal to refresh lane markings, including "keep clear" markings at junctions. Only one person was very unsupportive, and no one indicated that they were unsupportive.

Figure 3.7:

Proposal: Refresh lane markings including 'keep clear' at junctions to improve movement of all traffic (including buses) through the study area.'

Number of responses = 119



3.5 Other comments

Respondents were also asked to provide comments about any aspects of the proposed scheme and/or anything they particularly liked or disliked about the proposals.

For respondents who supported the scheme, free text comment responses tended to focus on the provision and improvement of pedestrian crossing facilities within the study area. These responses suggested that improvements proposed for the pedestrian realm could go further than the plans, despite being supportive of the scheme overall.

For respondents who did not support the scheme, free text comment responses tended to focus on increased traffic congestion as a result of the scheme plus the need for enforcement of restrictions to encourage better behaviour such as issues including pavement parking.

Other comments included:

- Reference to the Tramway Road scheme also being carried out in Banbury near the railway station, and the potential implications/ interactions with that scheme.
- Changes needed to specific bus services and timetables.
- Expression of how else the funding for this scheme should be used.
- Relocation of buildings/businesses in the scheme area.

4. Conclusions

Respondents were most supportive of the proposed improvements to refresh line marking (96%) and signal timings (87%).

They were least supportive of improvements to pedestrian crossings (81%) and changes to the bus lane on George Street (85%). This generally indicated that, while respondents would like to see the objectives and outcomes of the scheme realised (87% were very supportive/ supportive), they are perhaps slightly cautious about substantial changes to road infrastructure. However, it should be noted that there was still overwhelming support for all aspects of the proposed scheme.

The opportunity to provide general feedback on the scheme has identified the following potential opportunities to be considered in the next stage of design:

- Addressing localised flooding outside Morrisons Daily petrol station on Cherwell Street.
- Providing road markings on Concord Avenue to give drivers advance notice of lane destinations.
- Providing signage or enforcement cameras at yellow box junctions.
- Providing countdown timers for pedestrian crossings to provide enough time for all including those who may have mobility issues, push chairs or are accompanied by small children.
- Further consideration of provisions for cyclists.
- Addressing vehicles parking on the footway on Bridge Street at the junction with Cherwell Street.
- Removing staggered pedestrian crossings.
- An emphasis on active travel improvements being required.

APPENDIX A: Consultation document

Cherwell Street, Banbury: Bus Service Improvement Scheme (including Bridge Street & George Street junctions)



Introduction

The A4260 Cherwell Street in central Banbury carries about 12,000 vehicles in each direction each day. It is a primary traffic and freight route through the town and provides access for many of the town's bus routes to the main bus hub in Banbury town centre.

As part of the Oxfordshire Bus Service Improvement Plan (BSIP), £2.3m of funding has been awarded by the Department for Transport (DfT) to deliver a bus priority scheme along Cherwell Street, with additional developer contributions also secured towards the scheme.

The proposed scheme aims to reduce journey times for buses and improve their reliability whilst also bringing improvements for pedestrians and other corridor users.

This consultation presents findings from a study carried out to identify the optimal proposed scheme upon which we now need your views.

Why is this consultation taking place?

This consultation represents early engagement for the proposed scheme for Cherwell Street. The information presented has been informed by options' assessment, transport modelling and concept design work undertaken by independent consultants, combined with input from Oxfordshire County Council and other stakeholders.

This consultation will run from Monday 4 March to Monday 1 April 2024.



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Why does Cherwell Street need a new bus priority scheme?

- The signalised junction of Cherwell Street and Bridge Street in Banbury, is important for the local bus network, being the gateway to the bus terminal area within Banbury town centre.
- During peak periods, the junction is over-capacity for vehicles, and this causes delays to buses into and out of the town centre.
- The aim of the proposed scheme is to reduce bus journey times and deliver more reliable and consistent journeys between George Street and Banbury bus station and the Bridge Street on-street bus hub.
- The Bridge Street junction was identified as a location that would benefit from improvements, with complementary measures on Cherwell Street also considered.



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The proposed scheme

The proposed scheme includes the following areas and key scheme elements:

- **Cherwell Street between George Street and Bridge Street**

Including changes to line marking and the reinforcement of the 'keep clear' markings at the Morrisons Daily petrol station entry and exit junctions.

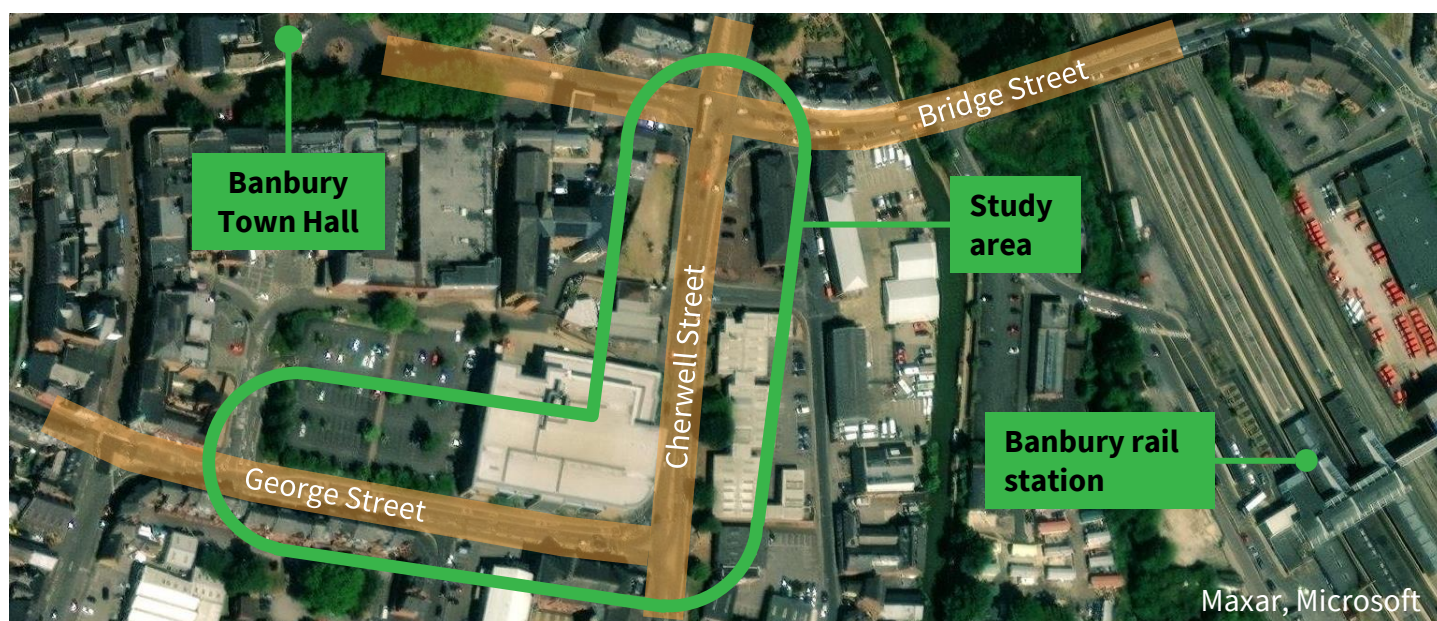
- **The junction of Cherwell Street and George Street**

Including widening of the bus lane on George Street and formalisation of the priority/give way arrangement for buses onto Cherwell Street; removal of the pedestrian island and widening of the traffic lanes for vehicles approaching the junction on the Bodicote side of the

junction; repainting of the yellow box junction; introduction of a pedestrian crossing on the Banbury town centre side of the junction; and reduction of the number of lanes for general traffic on George Street from two lanes to one lane.

- **The junction of Cherwell Street and Bridge Street**

Including adjustment and optimisation of traffic signal times; reconstruction of the pedestrian islands on Cherwell Street; improved pedestrian crossings on Bridge Street; reduction in the number of lanes for traffic approaching the junction on Concord Avenue from three lanes to two lanes; formalising an existing modal filter for bicycles at the Bridge Street end of Lower Cherwell Street; and changes to line markings for westbound traffic on the eastern arm of the junction.



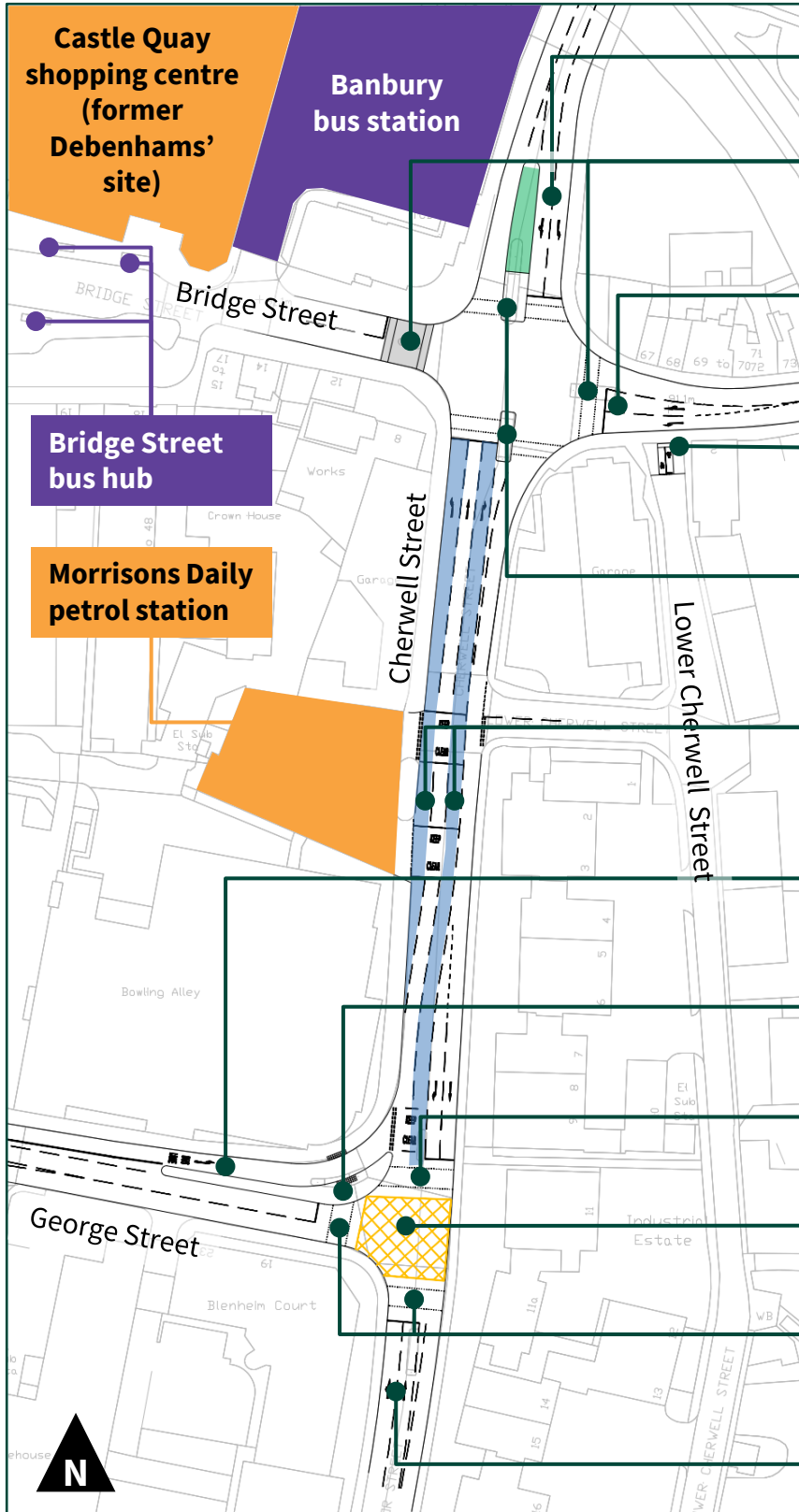
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Features of the proposed scheme

The proposed scheme falls entirely within the highway boundary.



Lanes widened and junction approach reduced to two lanes

Improved pedestrian crossings

Turning flare switched for through and right-turning traffic

Existing cycle modal filter formalised

Pedestrian islands reconstructed

Longer turning lanes for northbound traffic

Bus lane widened and general traffic reduced to one lane

Reconstruction and expansion of pedestrian island

New pedestrian crossing

Repainted yellow box junction

Improved pedestrian crossings

Retained as two lanes with lanes widened

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What are the benefits of the proposed scheme?



The main improvement will be to the bus journey times and service reliability on Cherwell Street during peak periods.

Other benefits of the scheme include:

- Longer turning lanes for both left-turning and right-turning traffic on Cherwell Street between George Street and Bridge Street, reducing blocking back.
- Pedestrian crossing improvements at the Cherwell Street/ Bridge Street junction, bringing benefits to public transport users and other people accessing the town centre bus stops and train station.
- Safety improvements for pedestrians along Bridge Street (east), where cars currently mount the footway to access the left-turning lane for westbound traffic.
- Safety improvements at the Cherwell Street/ George Street junction, with an additional crossing of the northern arm of this junction and a larger pedestrian island.
- Other improvements at the junctions of Cherwell Street/ Bridge Street and Cherwell Street/ George Street with changes to pedestrian islands, new line marking, and wider traffic lanes. Road markings in the centre of the Bridge Street junction will clarify vehicle positioning for conflicting turns, reducing delays caused by this.
- Space for additional planting and greenery along Cherwell Street.
- Supports a place-based renewal of Cherwell Street and improvements for walking and cycling to support the Canalside redevelopment scheme.



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What other options were considered?

The scheme proposed in this consultation has been identified following a staged analysis of a wide range of options.

The process involved initial consideration of a **long list** of design interventions that could be implemented to improve journey times and travelling experience for bus users, whilst also improving conditions for walking, wheeling and cycling and at the same time minimising impact on general traffic.

These options were then sifted and prioritised based on how well they met a range of objectives that align with the views of local stakeholders and relevant transport plans and strategies such as the Oxfordshire BSIP, the Cherwell Local Plan, and the Oxfordshire Local Transport and Connectivity Plan.

The **short list** of options identified were then used to create five potential schemes that were developed into design concepts.

These five options were assessed against their cost, feasibility for delivery, impact on journey times (for buses and general traffic), and ability to meet the project objectives. Transport modelling supported this work and the option selected achieved the best balance of improving journey times and minimising cost.

Some of the features of these other options are shown on the next page.

These options included a new bus lane on Cherwell Street, banning certain turning movements at junctions, and providing substantially more space for pedestrians at junctions.

Modelling indicated that these options had an unacceptable negative impact on general traffic or that they did not provide enough benefit given their cost to implement.

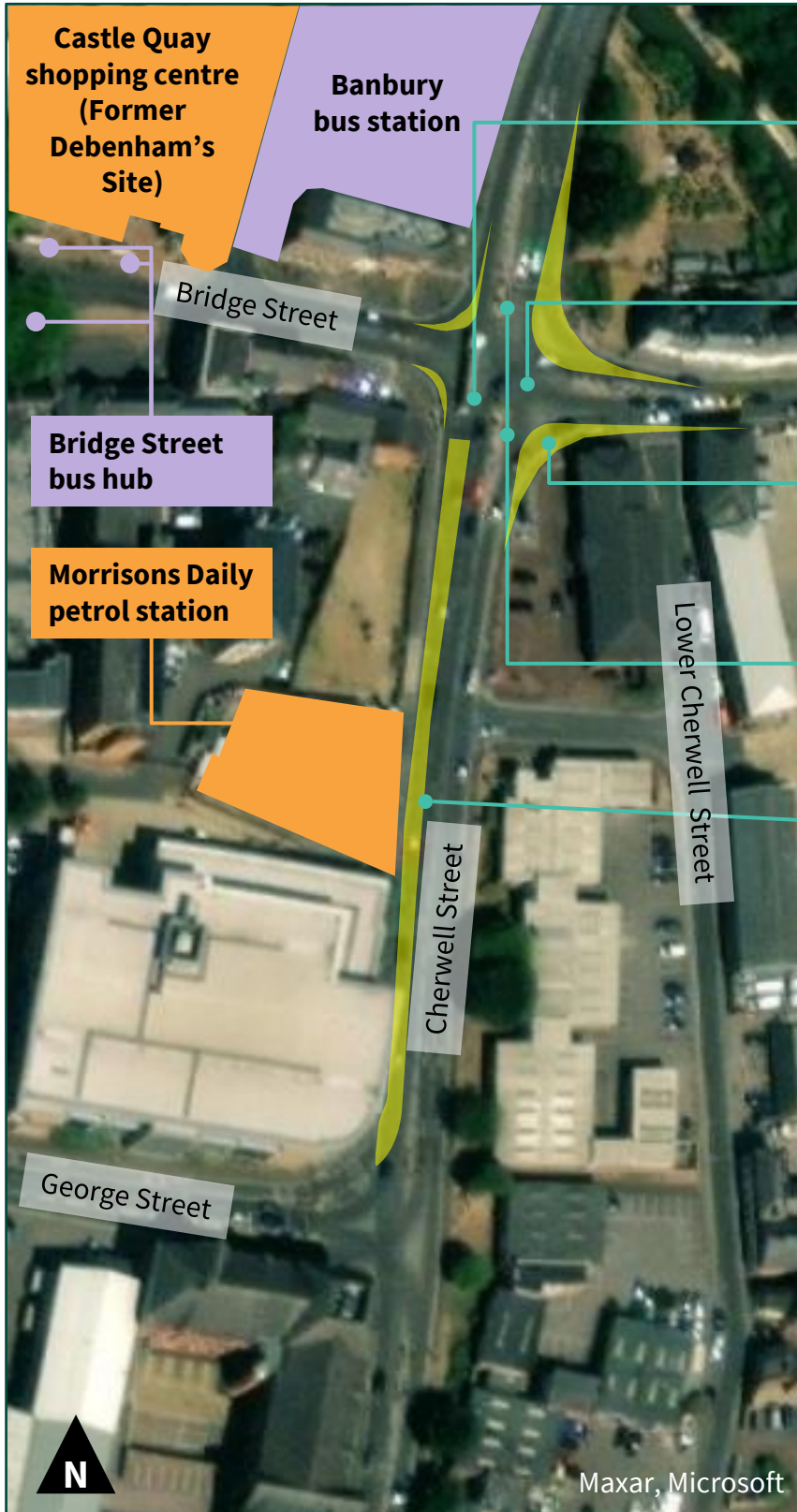
The long list of options

Other options were also considered but eliminated prior to development of concept scheme design as they were considered to have negative effects on bus passengers, for example, not supporting faster and more reliable bus journey times or making it more difficult for bus passengers to travel to their destination once in Banbury; or they were unfeasible to implement.

These options included replacing the junction at Cherwell Street and Bridge Street with a roundabout and installing a bus lane on Bridge Street.



Other options considered



Banning right turn movements from Cherwell Street to Bridge Street

Providing new roundabout at the junction of Cherwell Street and Bridge Street

Expanding footways to reduce crossing distances and provide more space for pedestrians

Simplifying and improving pedestrian crossings on Cherwell Street

Providing bus lane on Cherwell Street

Where are we now - and what happens next?

Late 2023 – Early 2024
Concept development and options analysis

March 2024
Initial consultation

April 2024
Concept design

Summer 2024
Detailed design, further consultation and scheme refinement

Autumn 2024 – Summer 2025
Scheme approval, construction and commissioning

The proposed scheme is a first step in the wider place-making and public realm improvements for Banbury which will be identified within the 2050 Vision work for the town. The Cherwell Street bus priority scheme aims to deliver improvements in the shorter term (2025).

We are keen to engage with you now to hear your thoughts. Your feedback will be reviewed and used to inform the next stage of scheme design and costings. There will then be a further consultation on the next stage of design in summer 2024.



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APPENDIX B: Survey

Cherwell Street Bus Service Improvement Scheme (including Bridge Street and George Street junctions)

We, Oxfordshire County Council, are asking for people’s views on the Cherwell Street Bus Improvement Scheme in Banbury. We encourage you to read the supporting information before having your say. The supporting information is available:

- from Banbury Town Hall, High Street, Banbury, OX16 5JS
- on our digital engagement and consultation platform:
letstalk.oxfordshire.gov.uk/cherwell-street-banbury-bus-service-improvement-scheme
- by calling 01865 816000
- by emailing consultations@oxfordshire.gov.uk.

You can leave completed surveys at Banbury Town Hall or post them to us for free (no stamp required) by writing this address in the middle of the envelope: **Freepost OXFORDSHIRE COUNTY COUNCIL**. Please also write ‘Cherwell Street Bus Service Improvement Scheme’ on the top left corner of the envelope so we easily identify what is inside.

All responses must be received by Monday 1st April 2024

Data protection and privacy

Under the Data Protection Act 2018, we have a legal duty to protect any personal information we collect from you. Oxfordshire County Council is committed to open government and this may include quoting extracts from your consultation response in our report. We will not however, disclose the names of people who have responded unless they have provided consent. For this purpose, we ask that you are careful not to disclose personal information in your comments. If you do not want all or part of your response to be made public, or shared with councillors, please make it clear on this form which parts you wish us to keep confidential.

View Oxfordshire County Council’s privacy notice online at www.oxfordshire.gov.uk/privacy-notice

Q1 In what capacity are you responding to this consultation? *Tick one option*

- | | | |
|--|--------------------------|------------------|
| As a member of the public living in Banbury | <input type="checkbox"/> | Go to Q2 |
| As a member of the public living outside Banbury | <input type="checkbox"/> | Go to Q2 |
| As a business | <input type="checkbox"/> | Go to Q1a |
| As a Councillor | <input type="checkbox"/> | Go to Q1b |
| As a representative of a group or organisation | <input type="checkbox"/> | Go to Q1c |

Other – *please specify*:

Q1a Please give the name of the business you represent:

Q1b Please give your name and the parish or town/ward/division you represent:

.....

Q1c Please give the name of the group/ organisation you represent:

.....

YOUR TRAVEL AROUND THE AREA OF THE PROPOSED SCHEME

Q2 How often do you access Banbury town centre via the Bridge Street/ Cherwell Street junction? Tick one option

- A few times a week
- Weekly
- Monthly/ 2 or 3 times a month
- A few times a year
- Never/ very infrequently

Q3 Do you EVER travel by bus around/ through the Bridge Street/ Cherwell Street area?

- Yes No

Q4 How do you usually travel around/ through the Bridge Street/ Cherwell Street area? Tick all that apply

- Walk
- Cycle
- Scooter
- Bus/ Coach Please specify service number:
- Motorcycle
- Car as a passenger
- Car as a driver
- Other – please specify:.....

Q5 To what extent do you support the scheme objective of improving journey time and reliability of buses accessing Banbury town centre via Cherwell Street and Bridge Street?

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive
- No opinion

If you said you were unsupportive/ very unsupportive, please tell us why:

PLEASE TELL US HOW SUPPORTIVE YOU ARE OF THE FOLLOWING PROPOSED SCHEME ELEMENTS

Q6 Bridge Street/Cherwell Street Junction: Improve the design of the junction to remove existing pedestrian safety issues, and formalise lane arrangements.

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive
- No opinion

If you said you were unsupportive/ very unsupportive, please tell us why:

Q7 Bridge Street/Cherwell Street Junction: Improve pedestrian crossing facilities to support easier and safer access to bus stops, the rail station and the town centre. There would be loss of one short length of traffic lane on Concord Avenue (southbound) to deliver these improvements.

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive
- No opinion

If you said you were unsupportive/ very unsupportive, please tell us why:

Q8 Bridge Street/Cherwell Street Junction: Improve the signal timings to manage congestion for all traffic and ensure buses pass through the junction more efficiently.

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive
- No opinion

If you said you were unsupportive/ very unsupportive, please tell us why:

Q9 Bridge Street/Cherwell Street Junction: Extend the left turn (all traffic) lane from Cherwell Street to Bridge Street (west) to improve bus access to the town centre from the south.

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive
- No opinion

If you said you were unsupportive/ very unsupportive, please tell us why:

Q10 George Street/Cherwell Street Junction: Widen and provide better marking of the eastbound bus lane on George Street, and extend the existing traffic island to improve pedestrian crossing facilities at the junction. A short stretch of eastbound traffic lane would be removed on George Street.

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive
- No opinion

If you said you were unsupportive/ very unsupportive, please tell us why:

Q11 General: Refresh lane markings including 'keep clear' at junctions, to improve movement of all traffic (including buses) through the study area

- Very supportive
- Supportive
- Neutral
- Unsupportive
- Very unsupportive
- No opinion

If you said you were unsupportive/ very unsupportive, please tell us why:

Q12 Please tell us if you have any comments about any aspects of the proposed scheme and/or anything you particularly like or dislike about the proposals:

ABOUT YOU

We would like to ask a few questions about you so that we can understand more about individuals and residents who have taken part in the survey. This will help us to establish whether we are hearing the views of a range of people and communities.

If you do not wish to provide any of this information, please select prefer not to say or skip the question as appropriate. All information given is anonymous and is governed by the UK GDPR and General Data Protection Regulations 2018

Q13 Please provide the first four or five digits of your home postcode (but not the letters at the end). e.g. OX1 1 or OX14 5.

.....

Q14 What is your age?

- Under 18 years
- 18 – 24
- 25 – 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 – 74
- 75 years or older
- Prefer not to say

Q15 What is your sex?

- Female
- Male
- I use another term
- Prefer not to say

Q16 What is your ethnic background?

- Asian or Asian British (Indian, Pakistani, Bangladeshi, or any other Asian background)
- Black or Black British (Caribbean, African, or any other Black background)
- Chinese
- Mixed (White and Black Caribbean, White and Black African, White and Asian, and any other mixed background)
- White (British, English, Welsh, Scottish, Northern Irish, or any other white background)
- Prefer not to say

Q17 Are your day-to-day activities limited because of long-term illness, health problem or disability that has lasted, or is expected to last, at least 12 months?

- Yes – a lot
- Yes – a little
- No
- Prefer not to say

STAY IN TOUCH

We invite you to sign up to receive regular email updates on news, events, and developments from across the county. Any contact details you provide will be separated from the feedback you have shared in this survey.

Q18 Would you like to sign up? *Tick all options that apply*

- Yes, I'd like to receive updates about activities on Let's Talk Oxfordshire
- Yes, I'd like to sign-up to get regular updates on the county's news, events, and developments from the council.
- Yes, but I would only like to be kept informed about this consultation
- No

Q18a If you responded 'Yes' to any of the sign up options above, please provide your email address *Any contact details you provide will be separated from the feedback you have shared in this survey*

.....

Thank you for taking the time to complete this survey

APPENDIX C: Poster

Cherwell Street, Banbury

Bus Service Improvement Scheme

(including Bridge Street & George Street junctions)

We would like to hear your views on a proposed scheme to improve journey times and reliability of buses accessing Banbury town centre.

The proposals include changes along Cherwell Street as well as at the Bridge Street and George Street junctions.

Have your say

Respond via the County Council's consultation webpage:

<https://letstalk.oxfordshire.gov.uk/cherwell-street-banbury-bus-service-improvement-scheme>



Fill in a printed copy of the survey that is available (with consultation materials) from Banbury Town Hall

Write to us at: Freepost Oxfordshire County Council - Cherwell Street Bus Service Improvement Scheme

E-mail us at: consultations@oxfordshire.gov.uk

The deadline for giving your views is 1st April 2024



Funded by
UK Government



OXFORDSHIRE
COUNTY COUNCIL

APPENDIX D: Letter to local residents/ businesses

Reference: Cherwell Street Banbury:
Bus Service Improvement Scheme consultation

**Oxfordshire County Council
County Hall
New Road
Oxford
OX1 1ND
Bill Cotton
Director for Environment and Place
March 2024**

Dear Resident/Business owner

**Cherwell Street, Banbury: Bus Service Improvement Scheme
(including Bridge Street and George Street junctions)**

Consultation 4 March to 1 April 2024 - Have your say

We have been exploring options for improving journey times and reliability of buses accessing Banbury town centre. Government funding has been awarded to make improvements to the area between the George Street and Bridge Street junctions including at the junctions themselves.

We are writing to give you the opportunity to share your views on the work we have done so far and to help us move to the next stage of designing these improvements.

The proposed scheme includes:

- bus priority measures
- improved crossing facilities
- optimisation of traffic signal times
- changes to traffic lane allocation and
- lining/signing improvements.

As well as benefits for buses, these improvements will also bring safety benefits for people walking, cycling and wheeling whilst minimising impacts on general traffic.

Anyone can provide feedback by completing a survey, which can be accessed on our digital engagement and consultation platform: **letstalk.oxfordshire.gov.uk/cherwell-street-banbury-bus-service-improvement-scheme** or scan the QR code.



Alternatively, printed copies of consultation materials and the survey are available:

- from Banbury Town Hall
- by calling 01865 816000
- by emailing consultations@oxfordshire.gov.uk
- by writing to the postal address above before 29th March. Please mark the envelope: Cherwell Street (Banbury) Bus Service Improvement Scheme consultation survey.

The feedback from this consultation will inform the scheme design. We will then run another consultation in summer 2024 to share more information and decide on the final design. To meet the government funding requirements for the BSIP money, we need to design, build, and complete these improvements by summer 2025.

Yours sincerely

Place Planning North - Cherwell Street Bus Service Improvement Scheme

Email: InfrastructureLocalityCherwellandWest@Oxfordshire.gov.uk



**Funded by
UK Government**

Appendix E: Comments and county council response

Issue raised	Response
<p>The proposals are a waste of council tax money. I was looking forward to a radical new solution to the problems in this area of the town and all we have been given is an expensive 'do next to nothing' scheme which will actually make things worse. Bad value for money!</p>	<p>No Council Tax money is being used to fund this proposed scheme. The proposed scheme will largely be funded by the Department for Transport (DfT) as part of Oxfordshire County Council's Bus Service Improvement Plan (BSIP). Some additional funding is provided by contributions secured from new development in the Banbury area. In total around £2.8 million funding is available for the scheme limiting the scope and scale of the improvements. A wide range of options were assessed and sifted on how well they met the scheme objectives, their cost and feasibility for delivery within the time constraints of the available funding (by end of 2025). More radical options involving road widening or significant junction alterations would have prohibitive costs, may require property acquisition and have a lengthy delivery programme. The preferred option was selected as it achieved the best balance of providing more reliable and faster bus journey times, providing other road user benefits (in particular for pedestrians), whilst maintaining general traffic flow, minimising cost and being deliverable in the short term.</p>
<p>Comments generally related to the scheme causing congestion:</p> <ul style="list-style-type: none"> ● This will just create more congestion. There is nothing wrong with the current set up. ● Your proposed changes will increase traffic and pollution like everything else you have changed in Oxfordshire ● There is nothing wrong with it now ● Traffic is bad there - any reduction in road space is stupid ● Traffic build up here is dreadful ● Because this will just increase congestion won't it! ● Traffic flow slowed ● The traffic is bad enough already and this acts as a minor filter, if you remove it, it worsens traffic, additionally it allows room for the emergency services to pass. 	<p>Initiatives included in the Oxfordshire Bus Service Improvement Plan (BSIP) are targeted at areas with high levels of congestion to improve bus reliability and journey times, including the Cherwell Street bus service improvement scheme.</p> <p>Given the constrained road space on Cherwell Street and Bridge Street, the proposal to improve bus journey times and reliability is to improve the flow of traffic for all vehicles travelling on these roads.</p>
<p>Buses are either constantly late or shorten their route so the drivers can get home early. It's not the buses that are unreliable, it's the people driving them. Nearly, if not all, of the drivers are incompetent, consistently late without fail, I haven't been on a bus that's been on time in Banbury since 2021. Something needs to be done about the drivers, not bring more buses into the equation</p>	<p>Unreliable bus services are a result of traffic congestion, which the proposed scheme aims to address by targeting key locations that impact multiple bus routes.</p> <p>The proposed scheme does not itself include the addition of extra bus services to the Banbury bus network.</p> <p>This feedback has also been shared with bus operators in Banbury. All bus services are registered with the Traffic Commissioner and are regularly monitored for operational consistency. Any service that is found not to be operating in accordance with their registration could face further action.</p>

Issue raised

Response

Comments generally related to the reduction in the number of lanes for southbound traffic on Concord Avenue:

- Reducing the number of lanes on Concord Avenue southbound from three lanes to two lanes by removing the right turn lane will increase congestion, resulting in more emissions and with longer wait time to cross for pedestrians.
- This area is bad enough with two full lanes. Reducing it down further will only make this situation worse, moving the traffic further up Concord Avenue.
- This would mean losing one lane on Concord Avenue - increasing wait times at the lights to get to the train station.
- You could reduce the pavement size or secure land rather than increase emissions. There are already large tailbacks on this approach. This change will cause blockages at the sports centre roundabout

Traffic surveys and modelling have been undertaken as part of the development of the proposed scheme. These both indicate that there is minimal demand for vehicles turning right from Concord Avenue into Bridge Street, and as such the removal of the right turn lane to provide a better pedestrian environment will have negligible effect on the flow of southbound traffic on Concord Avenue.

The removal of one lane of traffic on Concord Avenue will not impact how long pedestrians wait to cross the road.

I do not see the need for an additional crossing of Cherwell Street at the junction with George Street.

The provision of an additional pedestrian crossing will make it more convenient to walk around central Banbury, including for bus passengers walking to and from bus stops.

The Cherwell Street and Bridge Street junction is dreadful for pedestrian crossings. It would be nice if you could explain why you rejected the option for wider pedestrian areas, sharper corners for turning to reduce traffic speed, and narrower vehicular lanes.

While this option would substantially improve the street environment for pedestrians, it would not support improved bus journey times and journey reliability, would likely lead to an unacceptable level of increased congestion for all traffic (including buses) and would be highly disruptive to implement due to the substantial amount of kerb realignment required to implement.

Would prefer the money to be spent on providing bus services to local villages to actually give them access to town more than a couple of hours a week.

The DfT BSIP funding available at this location is specifically identified for infrastructure improvements to make bus passenger journeys more reliable, faster and attractive.
BSIP funding is also being used for a wide range of other bus service improvement projects across the County including new and enhanced bus services. For further information go to:
<https://www.oxfordshire.gov.uk/residents/roads-and-transport/public-transport/bus-service-improvement-plan>

The proposals were advertised as 'improving bus facilities and reducing delays. The proposals do not, in my estimation meet any of those objectives - indeed the consequential alterations to traffic facilities will actually impede buses leaving the town. The proposals look more like stealthy introduction ideas for Walking & Cycling than a serious attempt to improve bus times and services. What was the 'brief' given to the consultants?

The junction of Cherwell Street and Bridge Street is a known congestion hot-spot and is situated at the entrance and exit to Banbury's bus hub, impacting all bus services. Road widening and the installation of a bus lane along Cherwell Street and Bridge Street would enable buses to by-pass this congestion, however this would have substantial associated costs and impact, including property acquisition and a lengthy construction programme. Modelling also showed that a bus only lane on Cherwell Street provided no additional benefit for

Issue raised

Response

buses compared to the proposed extended bus/left turn lane, and had a negative impact on general traffic.

The proposed scheme takes a wider approach that considers that improved traffic flow for all vehicles supports faster and more reliable journey times. Some of the proposed changes, such as those on Bridge Street, have been included to bring lane widths up to an acceptable standard and improve safety for pedestrians on Bridge Street.

Walking improvements have been included in the project as all bus passengers are pedestrians at some point on their journey. By improving the walking environment around Banbury bus station and Bridge Street bus hub, the proposed scheme will support better bus journeys for those boarding or alighting from their bus journeys in central Banbury.

The overall road and lane layout does not require a radical redesign. The issue for pedestrians is the size of the enclosure in the central island - current is too short. An alternative arrangement would be to use a longer pedestrian enclosure that includes enclosing the vacant area between the current railing and kerb (where pedestrians cross to avoid entering the enclosure and pre-empting the traffic signals).

The proposed design for the Cherwell Street and Bridge Street junction aims to provide simpler, shorter, faster crossings of the street, and in the case of Bridge Street, create additional space for turning vehicles.

Where pedestrian islands have been retained in the proposed scheme, they will be reconstructed to provide a more pleasant, safer experience for people crossing the street.

Comments generally related to pedestrian facilities being adequate:

- I've never experienced issues with this junction as a pedestrian, but it's awful as a car driver.
- Crossings are fine as they are.
- What is wrong with the existing facilities?

The proposed design for the Cherwell Street and Bridge Street junction aims to provide simpler, shorter, faster crossings of the street. The existing environment for people crossing the Cherwell Street and Bridge Street junction comprises poor quality infrastructure, with several safety issues demonstrated, such as vehicles mounting the footway to turn corners, evidence of repeated crashes into pedestrian islands, and poor crossing times for pedestrians.

Improvements to support walking have been included in the project as all bus passengers are pedestrians at some point on their journey. By improving the walking environment around Banbury bus station and Bridge Street bus hub, the proposed scheme will support better bus journeys for those boarding or alighting buses in central Banbury.

I don't see how this will calm traffic and make the crossing more accessible to pedestrians. It still feels like the proposals are for enabling vehicular traffic. The proposals do not align with the LTCP vision of: "making walking, cycling, public and shared transport the natural first choice."

The proposed scheme is focused on providing faster and more reliable bus journeys for buses entering Banbury town centre. Given that there is limited space on Cherwell Street and Bridge Street to widen the roads and provide an additional bus lane, as well as substantial costs involved in property acquisition and road widening, an approach which improves traffic flows for all vehicles was determined to be most effective in achieving this objective.

The proposed scheme provides improved walking and cycling facilities where relevant and where possible, including an additional crossing at the junction of Cherwell

Issue raised	Response
	Street and George Street, and an additional crossing phase for pedestrians at the Cherwell Street and Bridge Street junction.
The left turn lane is often chosen by drivers who intend to go straight on because the queue is shorter which causes conflict with traffic going straight ahead. A better option is to combine the left turn and straight on traffic and extend the right turn lane which is often inaccessible and wasted because of the length of the queue of traffic going straight ahead.	The design of the proposed scheme will be refined as it is developed in further detail and further modelling is undertaken.
Banbury is hardly a bus town anyway, fix the train station first	<p>The proposed Tramway Road scheme aims to improve access to the railway station for pedestrians, cyclists, buses, and taxis by linking the existing Tramway Road with Station Approach Road and the Banbury railway station forecourt to create an alternative route. This project should also improve bus journey reliability into Banbury town centre.</p> <p>The Tramway scheme will:</p> <ul style="list-style-type: none"> ● Create a new and improved access route to Banbury railway station and the station forecourt carpark for pedestrians, cyclists, and people using public transport. ● Add a dedicated passenger drop-off/collection layby accessed from Tramway Road to the south of the proposed roundabout. ● Create a new access route to the railway station west car park, off Station Approach Road South.
A rephasing of the existing signals scheme could improve the current junction layout. Changing the phasing of the east & west flows such that they are separate to prevent traffic from turning right and crossing the junction at the same time.	The proposed scheme is focused on providing faster and more reliable bus journeys for buses entering Banbury town centre by optimising the existing junction. This includes adjustments to the existing signals and lane configuration to improve traffic flow and movement through the junction for general traffic including buses.
Unnecessary. Have any members of the public asked for this. I highly doubt it.	The junction of Cherwell Street and Bridge Street is a known congestion hot-spot and is situated at the entrance and exit to Banbury's bus hub, impacting on the reliability and journey times of all bus services. Stagecoach, bus passengers and other local stakeholders have been raising serious concerns about the performance of this junction and the difficult conditions road users frequently face.
Reducing the number of general traffic lanes on George Street will seriously hinder the flow of traffic at this junction. The George Street bus lane is adequate in width, and it will mean the traffic waiting for the right turn filter will obstruct traffic wishing to turn left.	Traffic surveys and modelling have been undertaken as part of the development of the proposed scheme. These indicate that a single lane on George Street for eastbound traffic is adequate for both current and forecast future traffic flows.
There is only 1 bus every 30 minutes through the George Street and Cherwell Street junction. Reducing the number of traffic lanes increases traffic queuing and emissions.	<p>George Street is an existing bus corridor, with approximately one bus every four to five minutes on average during peak periods.</p> <p>Traffic surveys and modelling have been undertaken as part of the development of the proposed scheme. These</p>

Issue raised	Response
	indicate that a single lane on George Street for eastbound traffic is adequate for both current and forecast future traffic flows.
Will changes to signal timings at the Cherwell Street and Bridge Street junction benefit pedestrians? This can take a long time to cross and has been the result of many buses or trains missed due to long wait times.	Yes. As part of the proposed changes to the junction of Bridge Street and Cherwell Street, there will be reduced times for pedestrians waiting to cross the street, as well as the introduction of an "all green" phase for pedestrians.
Opening Tramway Road as an alternative exit from the train station would make a huge difference during the peak hour.	<p>The proposed Tramway Road scheme aims to improve access to the railway station for pedestrians, cyclists, buses, and taxis by linking the existing Tramway Road with Station Approach Road and the Banbury railway station forecourt to create an alternative route. This project should also improve bus journey reliability into Banbury town centre.</p> <p>The work involves:</p> <ul style="list-style-type: none"> ● Creating a new and improved access route to Banbury railway station and the station forecourt carpark for pedestrians, cyclists, and those using public transport. ● Adding a dedicated passenger drop-off/collection layby accessed from Tramway Road to the south of the proposed roundabout. ● Creating a new access route to the railway station west car park off Station Approach Road South.
I am disappointed that the focus of this exercise seems to be mostly on improvements for vehicular traffic, rather than making these junctions safer and more pleasant for active travel.	<p>The junction of Cherwell Street and Bridge Street is a known congestion hot-spot and is situated at the entrance and exit to Banbury's bus hub, impacting all bus services. Road widening and the installation of a bus lane along Cherwell Street and Bridge Street would enable buses to by-pass this congestion, however this would have substantial associated costs and impact, including property acquisition and a lengthy construction programme.</p> <p>The proposed scheme takes a wider approach that considers that improved traffic flow for all vehicles supports faster and more reliable journey times. Some of the proposed changes, such as those on Bridge Street, have been included to bring lane widths up to an acceptable standard and improve safety for pedestrians on Bridge Street.</p> <p>Walking improvements have been included in the project as all bus passengers are pedestrians at some point on their journey. By improving the walking environment around Banbury bus station and Bridge Street bus hub, the proposed scheme will support better bus journeys for those boarding or alighting from their bus journeys in central Banbury.</p> <p>Where pedestrian islands have been retained in the proposed scheme, they will be reconstructed to provide a more pleasant, safer experience for people crossing the street.</p>

Issue raised

Response

There is no real improved cycle provision, and cyclists are still going to be forced to share narrow lanes with vehicular traffic (including the HGVs that come through the junction), when this change would be an opportunity to provide segregated cycle lanes, advance stop lines etc. Particularly cyclists coming from the east via Bridge Street need better provision and a means of avoiding queueing traffic.

The Cherwell Street scheme is a bus service improvement scheme with specific objectives around improving bus journey reliability and times. Space and budget constraints make it prohibitive for including additional cycle provision on Bridge Street, but improved cycle connectivity will feed into the ongoing Banbury 2050 Vision work.

I am also sad to see that the proposals to widen the footways to make the area safer and more pleasant for pedestrians have been actively discounted from the plan.

While this option would substantially improve the street environment for pedestrians, it would not support improved bus journey times and journey reliability, would likely lead to an unacceptable level of increased congestion for all traffic (including buses) and would be highly disruptive to implement due to the substantial amount of kerb realignment required to implement.

Although the reconstructed pedestrian islands are an improvement, I would like to see the crossings changed completely so that pedestrians do not have to wait multiple times to cross the road and can get across quickly in one go. I regularly see pedestrians chancing it against the red lights and oncoming vehicles because they're in a hurry, and these proposals will do nothing to make this safer.

The proposed arrangement at the junction of Cherwell Street and Bridge Street is aimed at providing an appealing environment for people to walk whilst also minimising traffic congestion at this particularly constrained junction.

The proposed scheme reduces the amount of time people have to wait to cross the street and maximises the amount of time they have available in each traffic light cycle to cross the road.

There needs to be a pedestrian phase between every vehicular phase, to reduce waiting times.

The proposed arrangement at the junction of Cherwell Street and Bridge Street is aimed at providing an appealing environment for people to walk while also minimising traffic congestion at this particularly constrained junction.

The proposed scheme reduces the amount of time people have to wait to cross the street and maximises the amount of time they have available in each traffic light cycle to cross the road.

We should be looking at grade-separating the junction completely so that pedestrians and cyclists coming from the station/Grimsbury do not have to wait to cross any roads to access the town centre! This should be in conjunction with providing a new safer pedestrian/cycle bridge over the railway and river.

A wide range of options were assessed and sifted on how well they met the scheme objectives, their cost and feasibility for delivery within the time constraints of the limited funding available (by end of 2025). More radical options involving road widening or significant junction alterations would have prohibitive costs, may require property acquisition and have a lengthy delivery programme. The preferred option was selected as it achieved the best balance of providing reliable and fast bus journey times, providing other road user benefits (in particular for pedestrians), whilst maintaining general traffic flow, minimising cost and being deliverable in the short term.

Sadly, this whole exercise seems to be a case of 'fiddling round the edges', when really the whole area needs flattening and a full re-modelling into something that will serve all Banbury residents and visitors for years to come.

The Cherwell Street scheme aims to meet specific objectives around improving bus journey times and reliability in the shorter term. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.

Issue raised	Response
It also needs to be carried out alongside measures to reduce the volume of traffic through this junction, by reducing through traffic on Middleton Road and encouraging North/South traffic onto the M40 rather than coming through the town centre.	This is beyond the scope of the limited funding available for this scheme. The comments will be fed into the Banbury Vision 2050 work.
The road system in Banbury Town Centre is very poor. The lanes are not wide enough. Bottle necks in all directions. Banbury town centre needs the support of a ring road, the town centre is too congested because roads are too narrow. Yet have two or three lanes which are simply not wide enough. Traffic light phasing is poor. It's just not bus routes that need improving! Banbury has been bad for years. But nothing gets done!	The proposed scheme aims to improve bus journey time and reliability by improving the flow of all traffic through the junction of Cherwell Street and Bridge Street. As part of this, road safety conditions will be improved by widening sub-standard road lanes where appropriate, providing better crossing opportunities for pedestrians, and optimising traffic signal phasing. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.
Ideally this needs to be a roundabout with an underpass for pedestrians. / This is a very dangerous crossing for pedestrians at the moment. What this really needs is a pedestrian bridge. This is the only way to make it safe.	During the early optioneering phase, a roundabout was considered at the junction of Bridge Street and Cherwell Street. This was ruled out during this initial phase as, while it will likely improve the flow of traffic, it will have an unacceptable impact on pedestrian amenity and safety along this key walking route between Grimsbury, Banbury train station, and Banbury town centre. A grade separated crossing of this junction to provide a more direct link between the town centre and the train station is outside the scope of this project.
Not enough space for passengers on buses as it gets packed in the morning and afternoon	Comments will be shared with the operator.
Concerns that extending bus lane on Cherwell St will cause delay to road traffic turning right	A bus-only lane on Cherwell Street is not included in the options proposed. The proposal is for an extended bus and left turn (all traffic) lane.
Repaint and enforce the no stopping box on George Street and the A4260	Repainting is included in the proposed scheme.
Consider making bus services run for all routes on Sundays. B4 doesn't run at all which isn't ideal when people on Hardwick Hill Estate still work on Sundays. Even if they were just hourly, it would be something.	Banbury bus services were surveyed in 2023 and a consultation undertaken through the county council's Let's Talk Oxfordshire webpage. The buses that were the subject of the survey (B3, B4, B5 and B9) are all run under contract to the county council. The routes and times are set by the county council and the bus company need the council's permission to make any changes. The bus company sets and keeps the fares – this gives the bus company incentive to maximise income by providing good service and having sensible fares (if the fares are too high, fewer people will travel, leading to less revenue). This is the standard arrangement for council contracted bus services in Oxfordshire and is common across the country. However, most bus passengers in Oxfordshire as a whole travel on bus services that are not run under contract. These routes are run “commercially” by bus companies for profit; the council is not involved in these routes and bus companies are free to run whatever routes they like on this basis. It is possible for buses to be run on a non-profit basis, independently of the Council. The B1, B7A, B7B and B8

Issue raised

Response

	<p>routes in Banbury are all run on this basis by a CIC (Community Interest Company). However, bus companies need to make some level of profit in order to invest in vehicles and maintain high standards of service.</p> <p>The Bus Services Act 2017 currently prevents county councils from setting up their own bus companies and pursuing franchising opportunities. However, the council has passed a motion requesting funds are allocated to a study to investigate options to bring buses into public control which will look at franchising, owning a bus company and setting up a "Transport for Oxfordshire" public transport body, in the event that such powers become available.</p>
<p>I would like to see future improvements going further, reducing personal vehicle traffic in that area and improving the connection between buses, pedestrians/cyclists and the station.</p>	<p>The Cherwell Street scheme aims to meet specific objectives around improving bus journey times and reliability in the shorter term. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.</p>
<p>I am concerned about how it's going to work for traffic coming from Grimsbury. That side of the road is already squeezed as you yourselves pointed out with left turn traffic always mounting the pavement. I do have concerns for cyclists there if we are putting a cycle lane in as well.</p>	<p>Pedestrian safety on Bridge Street was a key issue to address during the development of the proposed scheme, and it requires balancing the needs of various road users while maintaining or improving road safety.</p> <p>There is no proposal to install a cycle lane on Bridge Street as part of this scheme.</p>
<p>The proposal includes widening the two lanes on Cherwell Street south of the yellow box junction with George Street, however it is the section of Cherwell Street immediately to the north that needs widening. Currently there is a pinch point where vehicles routinely come into conflict because the kerb to the right of the lane to go north/right into Bridge Street forces vehicles into the left lane (north or left to town centre). This pinch needs correcting. Further, to remedy traffic flow and therefore bus reliability, the drainage outside the Morrisons garage needs consideration, as it routinely floods, rendering Cherwell Street only suitable for one lane northbound. Similar happens southbound opposite of the Kwik Fit garage.</p>	<p>The proposed scheme includes the realignment and extension of road lanes on Cherwell Street for northbound traffic between George Street and Bridge Street. This will be to provide suitable lane widths and road space for vehicles travelling north on Cherwell Street to turn right into Bridge Street.</p> <p>The feedback on localised flooding outside the Morrisons Daily Petrol Station and Kwik Fit will be considered in the next stage of design.</p>
<p>The proposed reduction to two lanes of Cherwell Street into the Bridge Street junction heading south, there will remain the issue that, when there are queues southbound, drivers routinely use the left turn lane (to Bridge Street) then attempt to cut into the southbound lane at the last moment, causing delays to both traffic queues. Better lane markings from the roundabout by the Spiceball Leisure Centre could really help with this, although some drivers will choose to do this regardless.</p>	<p>Traffic surveys and modelling have been undertaken as part of the development of the proposed scheme. These both indicate that there is minimal demand for vehicles turning right from Concord Avenue into Bridge Street, and as such the removal of the right turn lane to provide a better pedestrian environment will have negligible effect on the flow of southbound traffic on Concord Avenue.</p> <p>The feedback on lane marking on Concord Avenue will be considered in the next stage of design.</p>
<p>People queuing to access Morrisons petrol station sometimes obstruct buses. Maybe provide signage</p>	<p>The impact of queuing to access the Morrisons Daily petrol station is a known issue on Cherwell Street.</p>

Issue raised	Response
<p>to try to prevent this. Box junctions should be enforced with cameras otherwise motorists ignore them.</p>	<p>The feedback provided on signage and the enforcement of yellow box junctions will be considered in the next stage of design.</p>
<p>Please look in to better facilitate the B5 route and a better bus route into Oxford. In doing so you'll generate more revenue into Banbury not just Oxford.</p>	<p>Banbury bus services were surveyed in 2023 and a consultation undertaken through the county council's Let's Talk Oxfordshire webpage. The buses that were the subject of the survey (B3, B4, B5 and B9) are all run under contract to the county council. The routes and times are set by the county council and the bus company need the council's permission to make any changes. The bus company sets and keeps the fares – this gives the bus company incentive to maximise income by providing good service and having sensible fares (if the fares are too high, fewer people will travel, leading to less revenue). This is the standard arrangement for council contracted bus services in Oxfordshire and is common across the country. However, most bus passengers in Oxfordshire as a whole travel on bus services that are not run under contract. These routes are run commercially by bus companies for profit; the council is not involved in these routes and bus companies are free to run whatever routes they like on this basis.</p> <p>It is possible for buses to be run on a non-profit basis, independently of the council. The B1, B7A, B7B and B8 routes in Banbury are all run on this basis by a CIC (Community Interest Company). However, bus companies need to make some level of profit in order to invest in vehicles and maintain high standards of service.</p> <p>The Bus Services Act 2017 currently prevents county councils from setting up their own bus companies and pursuing franchising opportunities. However, the council has recently passed a motion requesting funds are allocated to a study to investigate options to bring buses into public control which will look at franchising, owning a bus company and setting up a "Transport for Oxfordshire" public transport body, in the event that such powers become available.</p>
<p>Please could you increase the bus schedule for S4 and 488 as I often use the bus on weekdays. If possible, please add a bus schedule at 6:15am expecting an 0730 arrival into Oxford City. Meanwhile please reschedule or add the bus 488 from Banbury bus station to Chipping Norton at 5pm as I always arrive at Horton Hospital at 4:56pm. If I miss the current 488 bus at 4:45pm I have to wait an hour for the next bus.</p>	<p>This can be investigated but any such additions would require extra funding that is not currently available. This will be kept under review though for future possible inclusion.</p>
<p>You could ban right turns and make use of the roundabout next to the leisure centre to facilitate that.</p>	<p>Banning right turn movements from Cherwell Street into Bridge Street was considered during the development of the proposed scheme. Modelling showed that this would have an unreasonable negative impact on the local road network for all vehicles, including buses. As such this option was ruled out for further consideration.</p>

Issue raised	Response
<p>This problem won't go away until there is some sort of bypass build around the centre of Banbury. Traffic from the south shouldn't have to be using this junction to access the M40.</p>	<p>The Cherwell Street scheme aims to meet specific objectives around improving bus journey times and reliability in the shorter term. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.</p>
<p>I am keen to see improvements to this junction. My particular difficulties are generally turning left or right from the Bridge Street side of the junction when I have been to the train station.</p>	<p>Noted.</p>
<p>It's so difficult to suggest any alterations to the current system because I cannot gauge the outcome of any suggestions and the impact they would have. A roundabout instead of traffic lights? Seems logical to me but uncertain of the pros and cons.</p>	<p>During the early optioneering phase, a roundabout was considered at the junction of Bridge Street and Cherwell Street. This was ruled out during this initial phase as, while it will likely improve the flow of traffic, it will have an unacceptable impact to pedestrian amenity and safety along this key walking route between Grimsbury, Banbury train station, and Banbury town centre.</p>
<p>I've driven in a number of countries where a left turn is always green lighted (obviously whilst checking for pedestrians or other turning vehicles) which would help enormously at both junctions. This would be a wider Highway Code change required though sadly.</p>	<p>As noted, this is outside the remit of the proposed scheme.</p>
<p>Sounds good</p>	<p>Noted.</p>
<p>Proposals are good for bus passengers and shouldn't inconvenience drivers except perhaps at peak times where loss of separate queuing lanes further from junction might result in slightly longer waits. Please remember that major changes to Banbury station access are proposed by the county council including bus access, so this scheme should not impact that project which will have a much greater effect on bus services than this current scheme alone.</p>	<p>The proposed Tramway Road scheme aims to improve access to the railway station for pedestrians, cyclists, buses, and taxis by linking the existing Tramway Road with Station Approach Road and the Banbury railway station forecourt to create an alternative route. This project should also improve bus journey reliability into Banbury town centre.</p> <p>The proposed scheme has been developed and modelled with consideration given to the impacts and opportunities of the proposed Tramway Road scheme.</p>
<p>Think it's a brilliant idea and will help with congestion</p>	<p>Noted.</p>
<p>All routes into the town centre need improving as the volume of traffic is far too much for the road infrastructure. It has been an issue for a long time and nothing ever gets done to address the problem. Sort it out!</p>	<p>The Cherwell Street scheme aims to meet specific objectives around improving bus journey times and reliability in the shorter term. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.</p>
<p>Crossroads at Bridge St/ Cherwell St/Concord Ave is dangerous for pedestrians and vehicles alike.</p>	<p>The proposed scheme includes safety improvements for pedestrians and vehicular traffic.</p>
<p>Really difficult to complete this questionnaire without a map of proposals.</p>	<p>A map of the proposal scheme has been provided with the consultation materials on the Let's Talk Oxfordshire website.</p>
<p>I am supportive but I think the bus traffic is not what causes congestion it is the car traffic. Removing traffic lanes will cause more challenges</p>	<p>Reducing the number of traffic lanes has only been proposed where observations and forecast traffic modelling indicates that there would be no negative impact to congestion.</p>

Issue raised**Response**

The whole flow of traffic at these junctions is terrible, it all needs looking at

The Cherwell Street scheme aims to meet specific objectives around improving bus journey times and reliability in the shorter term. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.

This isn't just about buses! This is necessary for pedestrians, car, bus, van drivers. I would take down the old dilapidated and very ugly buildings around Kwikfit, station, community garden and the boarded up area over the road. Make a roundabout at the junction as well as an alternative route to the station at Morrisons/Tramway side. Invest in rectifying the situation properly. Make a garden area with trees where the old car lot was and now boarded up. Invest In making it look attractive for Banbury residents and commuters and visitors. It's what people see first when they get off the train or bus. Everything is grey, drab, dirty and broken at the moment.

The Cherwell Street scheme aims to meet specific objectives around improving bus journey times and reliability in the shorter term. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.

Very supportive of plans to make it safer for pedestrians to use the crossing points remove cyclists from pedestrian pavements as well as e scooters which proliferate across the Bridge. Plus alleviate the traffic build up over the bridge

Noted.

A second motorway junction south of Banbury would help reduce traffic massively avoiding the need for a sticking plaster change that is suggested here

Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.

I would like to see a bus lane on Bridge Street from the bus station to the traffic lights giving them a green light over the on-coming traffic, allowing bus to exit quicker maintaining better timetable

A bus lane was considered during the development of options for the proposed scheme but discounted due to limited road space and low overall vehicle volumes on the western side of Bridge Street.

This feedback will be considered in the next stage of design development to identify potential alternative ways to provide bus priority between the bus station and the Cherwell Street and Bridge Street junction.

It would be nice to have more details on the pedestrian crossing improvements on the Bridge Street crossroads. Ideally, narrow lanes with sharp turns to reduce traffic speed should be employed to align with the LTCP vision. Crossings should be zebra crossings, and the road should be redesigned to rectify the tragic scar that Concord Avenue has been to Banbury over the last 40+ years.

Pedestrian safety and amenity at the junction of Cherwell Street and Bridge Street was a key issue to address during the development of the proposed scheme. It requires balancing the needs of various road users while maintaining or improving road safety and taking into consideration its location as a gateway to Banbury town centre and key route between the town centre and Banbury rail station.

As part of the A4260, Cherwell Street is a major road route for all traffic, including buses into the Banbury bus station and Bridge Street bus hub. In the specific context of central Banbury, it also provides access to the M40, either via Bridge Street or Concord Avenue.

The proposed scheme includes several improvements for pedestrians around this junction without adversely

Issue raised	Response
	<p>impacting the movement of buses into and out of Banbury bus station and the Bridge Street bus hub or causing unacceptable levels of worsened congestion for general traffic.</p> <p>To do this, the physical changes proposed include rebuilding, removing or improving pedestrian islands at this junction. Operationally, the signal phasing will be adjusted and optimised to provide an "all green" phase for pedestrians to cross the street in one stage. These will help to improve safety for pedestrians and reduce the amount of time it takes to cross this junction.</p>
<p>Please take this opportunity to improve Grimsbury's access to the town centre, jobs and other facilities. This would help improve one of those most deprived wards in the county.</p>	<p>The Cherwell Street scheme aims to meet specific objectives around improving bus journey times and reliability in the shorter term. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.</p>
<p>I am glad to see improvements are being planned. The junction is horrendous for drivers, buses and pedestrians alike.</p>	<p>Noted.</p>
<p>To help pedestrians make a safe transition across the revised wider crossing of both streams of traffic, due to the removal of pedestrian refuge islands, could all crossing points please have a countdown next to the pedestrian green/red man signage, telling them how long it will be before it turns red?</p>	<p>This feedback will be considered in the next stage of design.</p>
<p>Make sure buses have priority and can run to time and more people would use it</p>	<p>The proposed scheme aims to improve bus journey time and reliability.</p>
<p>Would prefer the money retained from the developers to be better used to provide more regular bus routes to local villages.</p>	<p>Section 106 contributions have legal caveats attached that limit how and where they can be used. Any monies provided to enhance local services are used to do so.</p>
<p>Pavement parking on bridge street by the barbers is atrocious. And in the bus stop at old KFC on the high street, as a disabled person this stops me getting off the bus easy.</p>	<p>This feedback will be considered in the next stage of design.</p>
<p>In order to support the proposed improvements to Cherwell Street / Bridge Street, a return to bus services using the same vehicles on same route all day. E.g. B5 as per pre-2020, instead of mixed route scheduling (2022/23) where vehicles mixed on alternative routes e.g. B5/B3/B9.</p>	<p>Noted.</p>
<p>Lack of consideration for the impact on the wider area by creating less flow of traffic ... this is a market town not a city with great bus services and I do not see how this ties in with the tramway proposals and how both of these impacts on the Swan Close/ Gatteridge junction and the sport centre roundabout</p>	<p>The proposed Tramway Road scheme aims to improve access to the railway station for pedestrians, cyclists, buses, and taxis by linking the existing Tramway Road with Station Approach Road and the Banbury railway station forecourt to create an alternative route. This project should also improve bus journey reliability into Banbury town centre.</p> <p>The proposed scheme has been developed and modelled with consideration given to the impacts and opportunities of the proposed Tramway Road scheme, and the modelled</p>

Issue raised	Response
	network included the junctions with Gattering Street and Swan Close.
I would like to see some attention paid to cyclists, in these proposals. The Bridge St crossing is dangerous for cyclists and it would make sense to include a cycle lane or at the very least road markings for cyclists, while making these improvements.	This feedback will be considered in the next stage of design.
I like the scheme, but it doesn't go far enough - all the buses should use the bus station and it should be bus only access to Bridge Street. The other thing that would be better is a bus and pedestrian lane from the High Street to Bridge Street so buses can avoid the traffic all together	<p>During the early optioneering phase, a wide range of options were considered which were discounted for a variety of reasons.</p> <p>A bus lane on Bridge Street (west) was considered during the development of options for the proposed scheme but discounted due to limited road space and low overall vehicle volumes on the western side of Bridge Street. A bus lane at this location would also impact vehicle access to Market Place and the High Street.</p> <p>The conversion of the High Street to a bus-only street was considered but deemed to be beyond the remit of the project and would not be deliverable within the scheme's budget and delivery programme. Longer term improvements for Banbury are being explored and taken forward through the ongoing Banbury 2050 Vision work.</p>
Very supportive of removing car lanes and giving back to pedestrians/buses/cyclists.	Noted.
Some drivers accessing the Morrisons Daily petrol station treat it as a single queue facility and wait at the entrance to see which pump becomes available soonest causing following drivers to wait on Cherwell St, which blocks the road. There does not appear to be anything in the scheme to overcome this.	The impact of queuing to access the Morrisons Daily petrol station is a known issue on Cherwell Street. The feedback provided will be considered in the next stage of design.
By demanding that respondents have to supply reasons for choosing the Unsupportive/Very unsupportive options there is a great danger of producing a biased result to the questionnaire, which perhaps is the intention.	There was no mandatory requirement to provide reasons and respondents could choose to skip these questions.
Relocate the tyre company and garden repair company. People with vehicles service both companies so could be relocated from the town centre.	This suggestion is outside the remit of the work.
The garden machine repair company does not have off-road parking so customers park on the single traffic lane restricting bus traffic.	Noted. The implications of this will be considered in the next stage of design.
It would be useful to add advanced stop lines (bicycle boxes) at both junctions to make it safer for cyclists. I am an experienced cyclist and often use the George Str/Cherwell Str junction but do not even dare to attempt and turn right at the Cherwell Str/Bridge Str junction. This junction in	During the early optioneering phase, a roundabout was considered at the junction of Bridge Street and Cherwell Street. This was ruled out during this initial phase as, while it will likely improve the flow of traffic, it will have an unacceptable impact to pedestrian amenity and safety

Issue raised**Response**

the heart of town should be made MUCH safer for cyclists and pedestrians. Suggested changes don't seem to be sufficient. My friends who drive often talk about how much safer this junction would be if it was a roundabout. Is that a possibility?

along this key walking route between Grimsbury, Banbury train station, and Banbury town centre.
The feedback regarding advanced stop lines will be considered during the next stage of design.

As a local group we are very supportive of any improvements to bus travel in and around Banbury. However, the road system in this particular area of town is currently designed to prioritise vehicular traffic flow over journeys being made by pedestrians and cyclists. This project is an ideal opportunity to improve journey times and safety for all pedestrians trying to navigate the Bridge St intersection. This would include those walking to get on a bus or walking from a bus journey to their destination. The plans should bear in mind agreed changes (already initiated) to the road system focussed on Banbury railway station. This development will re-route the B3 service through the station forecourt and also aims to improve the experience of travelling to the railway station by foot or by bike. It also aims to provide better bus access from other strategic development sites to the south of town. In future it makes sense to consider other bus routes serving other areas of Banbury to also make the rail station a stopping point. This should be taken into consideration too. It may be that there is scope to make Lower Cherwell Street into a bus/cycle route so avoiding the bottleneck of the intersection.

Pedestrian safety and amenity at the junction of Cherwell Street and Bridge Street was a key issue to address during the development of the proposed scheme. It requires balancing the needs of various road users while maintaining or improving road safety and taking into consideration its location as a gateway to Banbury town centre and key route between the town centre and Banbury rail station.
The proposed scheme includes several improvements for pedestrians around this junction without adversely impacting the movement of buses into and out of Banbury bus station and the Bridge Street bus hub or causing unacceptable levels of worsened congestion for general traffic.
To do this, the physical changes proposed include rebuilding, removing or improving pedestrian islands at this junction. Operationally, the signal phasing will be adjusted and optimised to provide an "all green" phase for pedestrians to cross the street in one stage. These will help to improve safety for pedestrians and reduce the amount of time it takes to cross this junction.

We also strongly recommend that the designers adopt and develop the ideas and practical recommendations embedded in the Banbury Local Cycling and Walking Infrastructure Plan (LCWIP) approved by the county council on 20 July 2023. This outlines some of the improvements which could be made on this route. Making journeys easier and safer for pedestrians and cyclists is a prerequisite if we want to encourage more people to walk and cycle.

The development of the proposed scheme took into consideration the requirements of the Banbury LCWIP and has made provisions for this where appropriate.

Particularly important are segregated cycle lanes and advanced stop-line areas at the front of traffic lanes next to traffic signals. Both these modifications emphasise the presence of cyclists and signify that vehicular traffic has to share the road space more equably. This designated road space for cyclists is important as it encourages more people to get on their bikes.

This feedback will be considered in the next stage of design.

We also recommend that the project reduces wait times for pedestrians at all the intersections controlled by traffic signals and also optimises the signals so that they always enable pedestrians to cross the highway in one stage instead of being

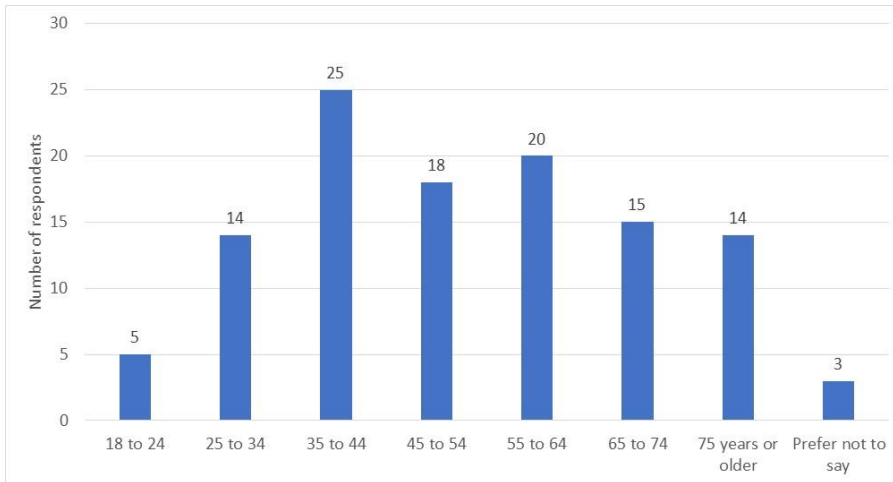
As part of the proposed changes to the junction of Bridge Street and Cherwell Street, there will be reduced times for pedestrians waiting to cross the street, as well as the introduction of an "all green" phase for pedestrians to enable them to cross the street in one stage.

Issue raised	Response
<p>marooned on a traffic island surrounded by fast moving traffic. This is especially important for people with mobility issues, pushing prams or responsible for small children.</p>	
<p>Reducing bus journey times and improving timekeeping is only one part of the jigsaw. We recommend that the consultation includes other factors which could benefit those people using buses. For example, saving a few minutes on a bus journey only to then spend that time waiting to cross a road does little to encourage people to use public transport instead of their own vehicles. Routing bus routes through the rail station forecourt links public transport modes and makes it more attractive.</p>	<p>Walking improvements have been included in the project as all bus passengers are pedestrians at some point on their journey. By improving the walking environment around Banbury bus station and Bridge Street bus hub, the proposed scheme will support better bus journeys for those boarding or alighting from their bus journeys in central Banbury.</p> <p>As part of the proposed Tramway Road scheme, bus services may be routed via the upgraded rail station forecourt in the future. The proposed scheme has been developed and modelled with consideration given to the impacts and opportunities of the proposed Tramway Road scheme.</p>
<p>Lanes widened and junction approach reduced to two lanes (left only and ahead/right): Strongly approve</p>	Noted.
<p>Improved pedestrian crossings: Strongly approve</p>	Noted.
<p>Pedestrian islands reconstructed: Strongly approve but we would NOT approve any traffic signal configuration which stranded pedestrians on these islands.</p>	<p>This feedback will be considered in the next stage of design.</p>
<p>Bus lane widened and general traffic reduced to one lane: We do not understand why the bus lane should be widened. We would like to see Advanced Stop Lines at this intersection for cyclists.</p>	<p>The current bus lane width on George Street is below standard and poses a road safety risk. The existing and forecast demand for traffic on George Street indicates that it is acceptable to reduce general traffic on George Street to a single lane to accommodate a wider bus lane.</p> <p>This feedback regarding an advanced stop line for cyclists will be considered in the next stage of design.</p>
<p>Reconstruction and expansion of pedestrian island: Strongly approve</p>	Noted.
<p>New pedestrian crossing: Strongly approve</p>	Noted.
<p>Repainted yellow box junction: Strongly approve</p>	Noted.
<p>Improved pedestrian crossings: Strongly approve</p>	Noted.
<p>Approve of plans to speed access of buses to bus station from Concord Ave as currently waiting time for right turn is very long</p>	<p>This feedback will be considered in the next stage of design.</p>

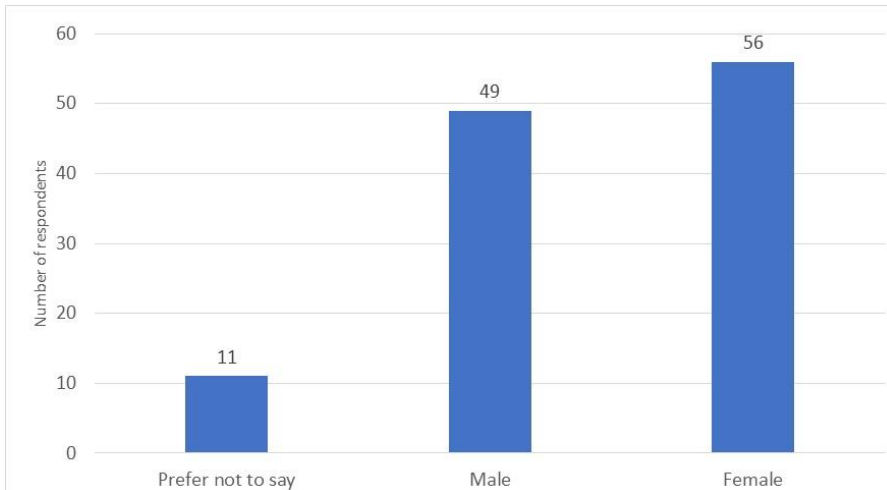
Appendix F: Respondent profile

An overview of the age, sex, ethnicity and health/disability profile of respondents is provided below,

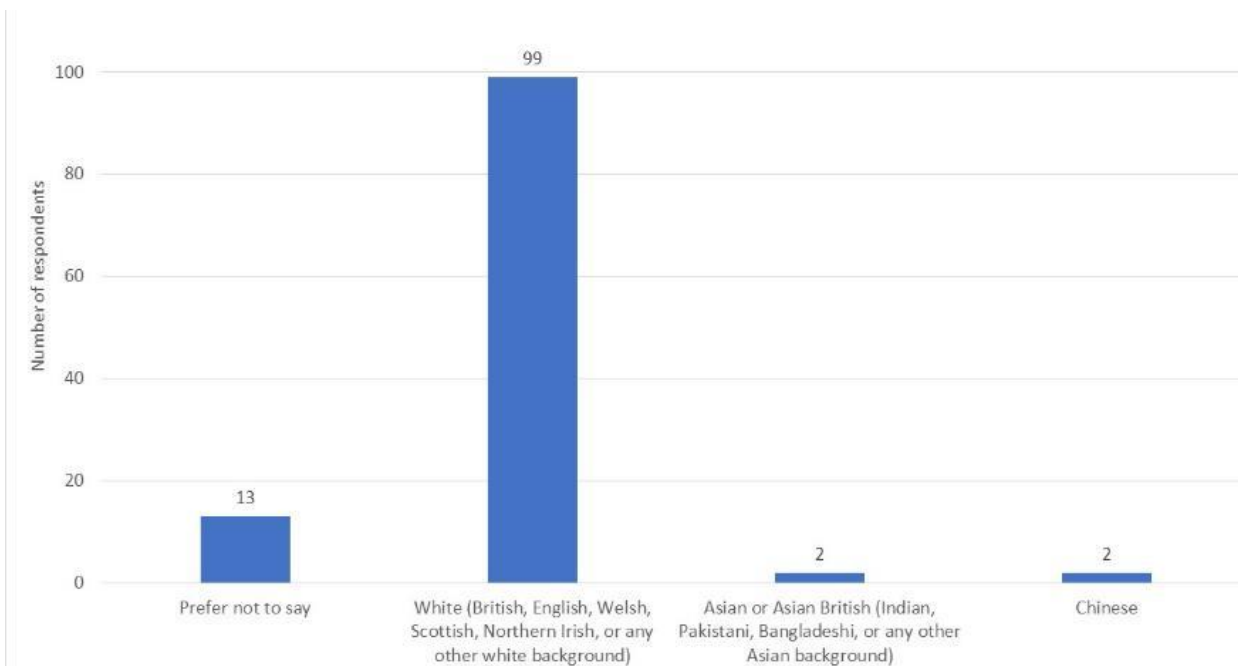
Age (Number of responses = 114)



Sex (Number of responses = 116)



Ethnic background (Number of responses = 116)



Health and disability (Number of responses = 118)

Are your day-to-day activities limited because of long-term illness, health problem or disability that has lasted, or is expected to last, at least 12 months?

